AUGUST 17, 1953 TECHNOLOGY DEPT. 35c PER COPY

# BROADCASTING TELECASTING

PUBLIC LIBRARY AUG 17 1953 DETROIT

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22ND
year

NEWSWEEKLY
RADIO AND TV


# IOWA PEOPLE
## *Work-Play-Live*
# BY RADIO!

**Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!**

Enter almost any Iowa home at almost any time of the day, and you will find at least one radio set in action—keeping Mother company while she does her duties—bringing Dad the farm markets and news—changing the quiet house into a warm and friendly home. That's why the average Iowa family spends 10.53 hours per day with radio, as compared with 2.64 hours with television, 1.7 hours with daily newspapers, 0.79 hours with weekly newspapers.

Iowa people spend more time with WHO than with any other Iowa station!

All the above figures are from the 1952 Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan. This Survey is used regularly by leading agencies and advertisers. It is worthy of your deep study. Free copy on request.

**WHO**

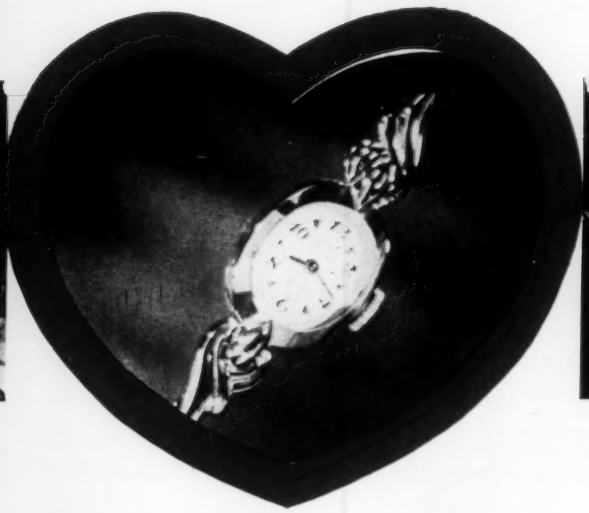
**+ for Iowa PLUS +**

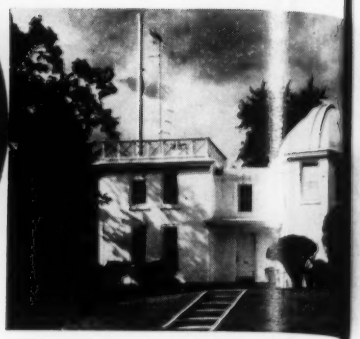
**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives





# ELGIN NATIONAL WATCH COMPANY DOES A COMPLETE JOB...

## SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

**WMBG**
**WCOD**
**WTVR**

This is Elgin—*only watchmaker in the world* who's made over 50 million watches . . . who maintans its own observatory . . . who pioneered in the field of research, out of which developed the guaranteed unbreakable durapower mainspring—"the heart that never breaks." Elgin, 89 years in business—a leader in its field!

This is Havens & Martin, Inc. Stations—*only complete broadcasting institution in Richmond!* WTVR (TV), WMBG (AM), WCOD (FM) are pioneer NBC outlets. They serve millions of loyal listeners in the rich markets around Richmond. Most likely these First Stations of Virginia are serving *you!* Good results have brought us many a long-time business friend!

FIRST STATIONS OF VIRGINIA

## WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

# 175,610 PHONE CALLS PROVE:

## 1 Radio listening is UP in the Intermountain West

## 2 Intermountain Network Dominates radio listening in the Intermountain West

On this page August 30, 1948 we printed the results of our first coincidental survey — 58,163 calls made in 14 cities. Today we report on 175,610 calls in 31 cities (the biggest survey ever made in the Intermountain West)* — Let's compare yesterday and today! — Here are the results for the first quarter hour of every hour —

They **prove** that just as IMN has grown — so have ratings and audience. IMN is Mr. BIG in the Intermountain West.

| | THEN (1948) | | NOW (1953) | |
|---|---|---|---|---|
| Time | Sets In Use | Rating | Sets In Use | Rating |
| 8 a.m. | 19.5 | 9.2 | 30.6 | 11.9 |
| 9 a.m. | 23.2 | 7.1 | 28.5 | 8.5 |
| 10 a.m. | 23.7 | 8.1 | 31.0 | 11.1 |
| 11 a.m. | 22.0 | 8.8 | 28.9 | 9.5 |
| 12 M. | 27.2 | 12.7 | 32.1 | 11.7 |
| 1 p.m. | 27.0 | 11.0 | 26.3 | 8.8 |
| 2 p.m. | 22.6 | 6.1 | 25.1 | 8.6 |
| 3 p.m. | 22.9 | 7.9 | 23.3 | 6.8 |
| 4 p.m. | 17.2 | 7.8 | 25.1 | 6.7 |
| 5 p.m. | 22.9 | 9.9 | 29.8 | 12.6 |
| †6 p.m. | 35.3 | 10.4 | 32.3 | 13.1 |
| †7 p.m. | 39.5 | 10.5 | 35.3 | 8.7 |
| †8 p.m. | 43.5 | 9.5 | 36.4 | 12.0 |
| †9 p.m. | 35.4 | 7.5 | 32.4 | 8.4 |

*J. A. Ward Survey

†IMN has one rate day and night

For further proof that IMN is your best buy in the Intermountain West, read page 3 in the October 12 issue of Broadcasting-Telecasting. If you can't wait, your Avery-Knodel man has all the answers.

**Mr. BIG in the Intermountain West**

# The INTERMOUNTAIN NETWORK

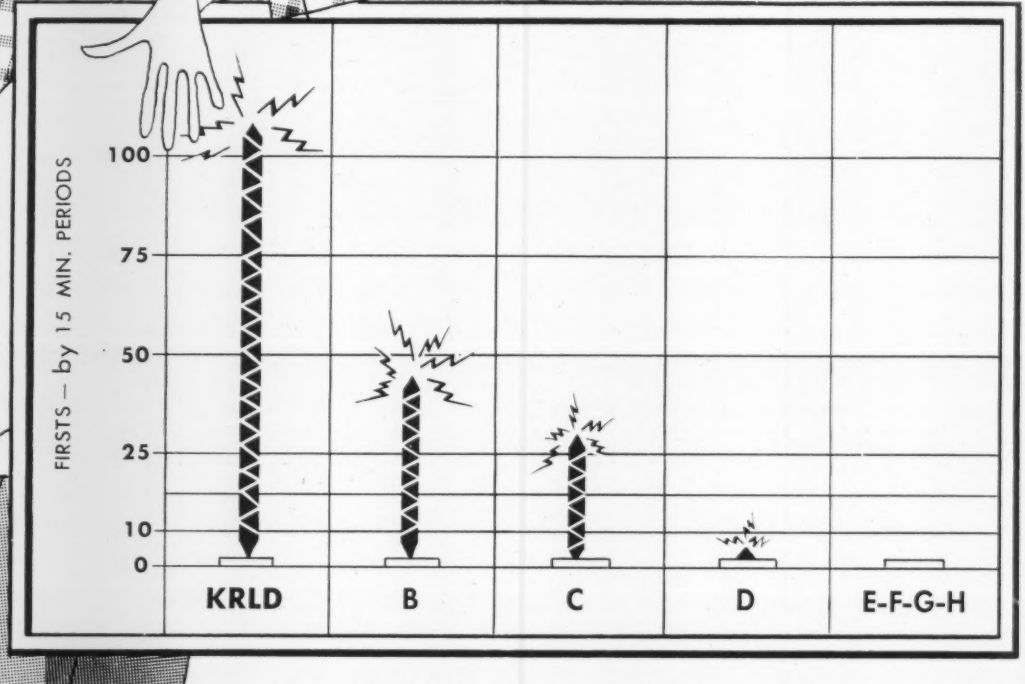
Mr. BIG in merchandising! Mr. BIG in audience! Mr. BIG in concentrated home-town coverage where the people live and buy!

**Represented nationally by Avery-Knodel, Inc.**

**LYNN L. MEYER, President** — **146 South Main Street, Salt Lake City, Utah**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# Head and Shoulders Above All!




Out of 192 fifteen-minute periods between 8:00 a. m. and 12:00 midnight, Mondays through Friday, Saturdays and Sundays, KRLD leads its nearest competitor 108 periods to 46, the third frequency 108 to 28, and the fourth station 108 to 2. KRLD leads all seven Dallas stations and frequencies combined . . . 108 to 76.

**KRLD 134.8% MORE FIRSTS THAN FREQUENCY B**
**KRLD 285.7% MORE FIRSTS THAN FREQUENCY C**
**KRLD 5300.0% MORE FIRSTS THAN FREQUENCY D**
**FOUR OTHER STATIONS NO FIRSTS.**
**KRLD 42.1% MORE FIRSTS THAN ALL OTHER DALLAS STATIONS AND FREQUENCIES COMBINED.**

(*Pulse*, April-May, 1953)

**Owners and Operators of KRLD-TV Channel 4 Maximum Power**

**DAYTIME — NIGHT TIME — ANY TIME**

# KRLD

**THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE**

The Branham Company, *Exclusive Representative*

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

# closed circuit®

NEW TACK in campaign for approval of subscription television is in offing. Zenith, front-runner, has retained W. Theodore Pierson of Pierson & Ball as counsel for Phonevision, and Philip G. Loucks, former managing director of NAB, who heads Loucks, Zias, Young & Jansky, has been retained by Teco Inc., Zenith associated company operating exclusively in Phonevision field. Zenith opposition to commercial TV (or radio) will evaporate, it's predicted.

★ ★ ★

BRIG. GEN. DAVID SARNOFF, board chairman of RCA and NBC, understood to have made strong pitch to E. H. Little, Colgate-Palmolive-Peet Co. board chairman, to return soap company's two TV shows, *Big Payoff* and *Strike It Rich*, to NBC-TV. They are now on CBS-TV. C-P-P said to be considering proposal submitted by Gen. Sarnoff.

★ ★ ★

KGW PORTLAND is being sold to Jack Keating, West Coast-Hawaii broadcaster [KPOA KONA [TV] Honolulu; KILA Hilo, KYA San Francisco, plus WINS New York), for $475,000. Transaction, which amounts to forced sale since *Portland Oregonian* (S. I. Newhouse interests) has option to acquire 50% of KOIN-AM-TV, authorized for Ch. 6, was negotiated last week in New York by Newhouse and Keating counsel. Other interests may join with Keating in transaction. He plans to dispose of certain of present holdings, with all deals subject to usual FCC approval.

★ ★ ★

IS NBC going to follow lead of CBS by acquiring minority interests in several stations? Now licensee of only five AM outlets as against CBS' seven, NBC reportedly made pitch for 49% of KGW Portland (see above). NBC recently renewed KGW affiliation for statutory two-year period.

★ ★ ★

NEW FULLY autonomous CBS Radio Affiliates Committee now being elected by mail balloting. Election follows unanimous approval of new by-laws by 161 voting affiliates (about 40 didn't vote). CRAC will replace Business Standards Committee set up two years ago for rate-cut fight, as well as Columbia Affiliates Advisory Board, both of which dissolve automatically Aug. 25. Kenyon Brown, KWFT Wichita Falls, is present chairman, and Hulbert Taft, WKRC Cincinnati, treasurer, and is conducting election of nine directors through Cincinnati auditing firm. New directors will elect three at-large, with results likely to be known about Sept. 1.

★ ★ ★

NEGOTIATIONS are underway for TV appearances of two living former Presidents, Harry S. Truman and Herbert Hoover, on Ford Foundation's children's program *Excursion*, which will be launched Sunday, Sept. 13, 3:30-4 on NBC-TV.

★ ★ ★

WHILE MUTUAL reports that majority of its affiliates, rate card-wise, are going along with proposed new affiliation option time proposal advanced by its Mutual Affiliates Advisory Committee, it's indicated that some major market affiliates are still holding out. One affiliate — WCBM Baltimore — headed by John Elmer, former NARTB president, states it will go independent rather than accept proposal.

★ ★ ★

NARTB is having troubles again with Hebraic Holyday calendar. Los Angeles meeting (District 16) has been scheduled for Sept. 18-19. Yom Kippur (Highest Holyday) starts at sundown Sept. 18 and runs through Saturday (Jewish Sabbath) Sept. 19. Broadcasters predict very slim attendance at District 16 sessions, normally one of largest. Similar situations developed in 1947 when Atlantic City convention collided with High Holydays and at Seattle District meeting in 1951.

★ ★ ★

MAJOR ATTRACTION of ANA convention next month in Chicago will be demonstration of color TV put on by NBC, with emphasis on color treatment of products and packages. Anticipating overflow attendance, ANA has scheduled two showings at 5 p.m. Monday and Tuesday. Full convention agenda now getting finishing touches, should be ready for distribution to members within week.

★ ★ ★

RALPH STOLKIN, who with three associates recently held controlling interest in RKO Radio Pictures Inc., and who was once identified with stock holdings in KOIN Portland and KJR Seattle, may return to the motion picture field. He's reportedly negotiating for purchase of Columbia Pictures Inc. Mr. Stolkin said to be interested in tieup with Cinerama or three-dimensional films. Columbia has no radio-TV holdings, although it has Screen Gems as subsidiary.

★ ★ ★

KENYON BROWN, KWFT-AM-TV Wichita Falls, and District 13 director, has accepted appointment as general chairman of NARTB Convention Committee for Chicago annual convention, scheduled for week of May 24, 1954. Last year's chairman (Los Angeles convention) was Clair R. McCollough, Steinman Stations' head.

★ ★ ★

ONE OF first to advocate separation of Voice of America from State Dept., as recommended by President Eisenhower, was Charles H. Crutchfield, exec. VP of WBT-WBTV (TV) Charlotte. He made pitch after completion of special European assignment in 1951. Since 1952 he has been member of Radio Advisory Committee and last January was named to three-man committee studying world-wide facilities of Voice.

★ ★ ★

ONE OF immediate effects of RCA's quest for approval of compatible color standards expected to be new sales activity in old black and white films. With literally hundreds of millions of feet (and dollars) of black and white in Hollywood vaults, it's expected that producers will be disposed to unload them now, before color gets its foothold and diminishes value of old products.

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### PROGRAM SERVICES

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American Television Inc. reportedly will oppose adoption of NTSC color. *Page 58.*

FCC grants nine TV permits in week. *Page 62.*

Commission will move slowly on subscription television. *Page 66.*

### STATIONS

WGLV (TV) Easton, Pa., throws uhf signal 70 miles, using new DuMont 5-kw transmitter. *Page 76.*

Four new stations go on air. *Page 80.*

### NETWORKS

NBC will overhaul radio network programming, introducing shows that will be, in the words of Ted Cott, "new and wonderful." *Page 88.*

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How TV boosted a sports store's sales 66%. *Page 93.*

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Television goes shopping: How merchandising pays off. *Page 100.*

Ziv bets $24,000 on its belief that big-budget radio isn't dead. *Page 100.*

### FOR THE RECORD

New TV grantees' commencement target dates. *Page 122.*

# WDEL-TV

## Wilmington, Delaware

*year after year...*

*leading brand names*

*appear on this screen*

***The reason:*** **WDEL-TV sells profitably.** That's why so many national and local advertisers use it consistently. They have found that the WDEL-TV market is responsive—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows attract listeners and hold them in WDEL-TV's large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania. Follow the example of leading advertisers, **buy WDEL-TV.**

## Channel 12

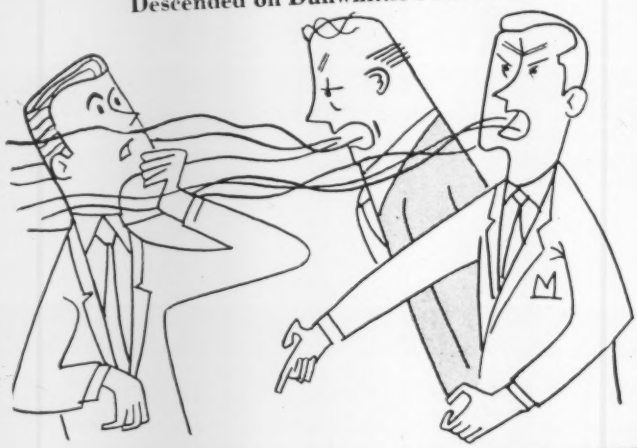
WDEL | Represented by MEEKER

AM TV FM
Steinman Station

New York Chicago Los Angeles San Francisco

NBC
TV-AFFILIATE

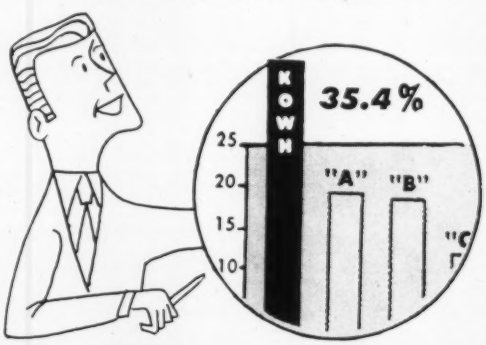
**THE SOUL-SCORCHING FIRE** of the top brass's ire
Descended on Dunwhittie's head . . .



"If you think you can climb with
the way you buy time—
Kindly, my good man . . .

The inviolate law . . . when you buy O-MA-HA
Is 'Take your budget to KOWH and spend it!'

If you think it's not Super, consult
Mr. Hooper . . .
It's America's TOP independent!"




## Moral

**EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:**

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru June, 1953.)
- *Largest share of audience*, of any independent station in America! (June, 1953.)

# Kowh
## OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

# at deadline

## Nine New FCC Staff Appointments

NINE new FCC staff appointments announced Friday. Appointed hearing examiners were Millard F. French and John B. Poindexter, former regional hearing examiners at CAB. Their appointments raise total number of FCC hearing examiners to 14. They are first to be appointed under fiscal-1954 appropriations calling for 24 hearing examiners to clear TV hearing backlog.

FCC appointed following to be attorney advisors in Office of Opinions & Review: Paul R. Conway, former attorney-advisor at OPS; Julius S. Egre, former attorney advisor at CAA; Gerald F. Hadlock, former trial attorney at OPS; Richard M. Hartsock, in legal service at Pentagon, and Edith M. Klein, former Idaho state representative and Boise municipal court judge.

Sol Schildhause, now chief of Broadcast Bureau Renewal Branch, was appointed acting chief of Office of Opinions & Review. Vernon B. Romney was appointed law clerk-trainee.

## WTVP (TV) Set to Start

WTVP (TV) Decatur, Ill., set to start commercial operation yesterday (Sunday) on uhf Ch. 17 with 13,000 uhf-equipped receivers in area, according to preliminary dealer-distributor survey. Licensed to Prairie Television Co., station is affiliated with ABC, CBS and DuMont. Dealers have been "swamped with calls about set conversion" in past fortnight, according to Manager Harold G. Cowgill. Station started tests Aug. 7 with interim power of 17.1 kw. George W. Clark Inc. is national sales representative.

## FCC Post Still Vacant

VACANCY on FCC created by June 30 retirement of Comr. Paul A. Walker had not been filled as of Friday night by President Eisenhower. Official indication that announcement was possible some time Friday was not borne out as President released several minor appointments and announced signing of group of bills. Robert J. Dean, KOTA Rapid City, S. D., had reportedly cleared all barriers at White House but unexplained delays have held up final action.

## P & G Report

PROCTER & GAMBLE Co., for fiscal year ended June 30, had net earnings of $42,031,863 after all charges including taxes, equal to $4.35 per share compared with $41,715,757 or $4.32 per share earned in previous year, according to annual P&G report. Net sales for latest year totaled $850,263,313, up from $818,084,833 year before.

## $18 MILLION FOR RADIO

EIGHTEEN million dollars in new and renewed business has been signed by NBC Radio network in last 60 days, $2 million of it in past two weeks, or since NBC Radio was separated from TV, William H. Fineshriber Jr., vice president in charge of NBC Radio network, reported Friday. "This $18 million worth of business," he said, "is strong evidence of the advertisers' confidence in the radio network as an advertising medium."

## Trendex Reports On Top Eleven Shows

TRENDEX Inc. reported Thursday that top eleven Trendex ratings for week of Aug. 1-7, based on one live broadcast of network evening sponsored program for period, are as follows:

| | | |
|---|---|---|
| 1 | Talent Scout (CBS) | 35.2 |
| 2 | Godfrey's Friends (CBS) | 34.4 |
| 3 | Racket Squad (CBS) | 33.3 |
| 4 | Strike It Rich (CBS) | 27.4 |
| 5 | Dragnet (NBC) | 27.0 |
| 6 | What's My Line (CBS) | 26.8 |
| 7 | The Web (CBS) | 24.6 |
| 8 | Pentagon, U.S.A. (CBS) | 23.7 |
| 9 | Toast of the Town (CBS) | 23.5 |
| 10 | Burns & Allen (CBS) | 22.8 |
| 11 | I've Got a Secret (CBS) | 22.8 |

## Chapin, Former GF Executive, Dies

HOWARD M. CHAPIN, 48, formerly general manager of the Birds-Eye Div., General Foods Corp., died Thursday night in his home in New York after long illness. He was on medical leave of absence since early this year.

Mr. Chapin joined General Foods in 1929 as assistant export advertising manager and advanced through several advertising and marketing positions until 1948 when he was named advertising director of company. In 1950 he was appointed marketing manager of Birds-Eye Div., and early this year general manager of unit.

Surviving are his wife, former Barbara Vaughn, and his mother and three brothers. Funeral services will be private.

## WOWO Names Longsworth

HOWARD D. LONGSWORTH, regional sales manager of WOWO Fort Wayne, Ind., promoted to manager of sales, according to Carl Vandagrift, station manager. He takes post vacated by Paul E. Mills, transferred by Westinghouse Radio Stations Inc. to WBZ-AM-FM Boston as manager [B•T, Aug. 10]. He has been at WOWO since 1937, starting as staff musician and moving to sales in 1943.

## • BUSINESS BRIEFLY

GENERAL FOODS IN 20 MARKETS • General Foods Corp., N. Y. (Wheatmeal) planning radio campaign using women's participation shows in 20 markets starting Oct. 1. Contract will probably run for 26 weeks through Young & Rubicam, N. Y.

CONOCO PLANNING • Continental Oil Co. (Conoco) planning to increase frequency of announcements on its present television station list and preparing an eight-week radio schedule to start Sept. 11 in about 50 radio markets. Benton & Bowles, N. Y., is agency.

MANISCHEWITZ TO PLACE • Donahue & Coe, N. Y., meeting early this week with client, Manischewitz Co. (Monarch wines), to prepare fall radio and TV schedules. Company used national radio spots and George Raft on TV last year.

COTT BEVERAGE CONSIDERS • Cott Beverage Corp., New Haven, through John C. Dowd, Boston, considering fall TV spot announcement campaign for its sugarless soft drinks.

BIOW NAMED • Armstrong Rubber Co., West Haven, Conn., named Biow Co., N. Y., to handle advertising, which will include TV and radio.

ADD EIGHT MARKETS • Bristol-Myers, N. Y. (Sal Hepatica), through Young & Rubicam, N. Y., expected to add eight markets, starting end of August to run through end of year, to markets carrying its half hour hillbilly radio programs.

CONTINENTAL ON CBS • Continental Baking Co., N. Y. (Wonder Bread and Hostess cake products), to sponsor *Make Up Your Mind*, Monday through Friday, 11:30-45 a.m., on CBS Radio, effective Aug. 17. Agency: Ted Bates & Co., N. Y.

SYRUP PLACEMENTS • General Foods Corp., N. Y. (Wigwam syrup), through Benton & Bowles, N. Y., will use same radio station list as last year, starting Sept. 1 for 13 weeks.

STANDARD BRANDS SPOTS • Standard Brands Inc. (Fleischmann's yeast), N. Y., through J. Walter Thompson Co., N. Y., will be using radio spot schedule on same stations as last year.

CIGAR ACCOUNT FIRST • S. Regensburg & Co. (Admiration cigars) for first time in its history, will sponsor radio program, *Eleventh Hour* with Kenneth Banghart, on WNBC New York, starting Aug. 31, 11-11:05 p.m. Agency: Rose-Martin Adv., N. Y.

# 40% GREATER COVERAGE

# 1,250,000 TV HOMES

We'll be towering over 'em all, come Fall. Our new 1,057 foot tower means thousands more viewers . . . more sales . . . lower advertising costs per thousand on Michigan's foremost station with the top CBS and local shows. Get in on this great PLUS VALUE!

*More Than Ever It's True*
**CHANNEL 2**
**IS THE SPOT FOR YOU**

# WJBK-TV

## Detroit

A STORER STATION

*Represented Nationally by*
**THE KATZ AGENCY**

**TOP CBS and DUMONT TELEVISION PROGRAMS**

**STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690**

# at deadline

## New TV Grantees Summarize Plans

CONSTRUCTION will begin immediately and hope is to get newly-granted Cedar Rapids TV Co. Ch. 9 station on air by Feb. 1, Acting General Manager Frank Rubel said Friday. He said negotiations already started on equipment, but none yet held regarding network affiliation or national representation. Grant was made after Cedar Rapids TV Co. bought KCRG there for $100,000, and then sold 30% of stock to Gazette Co., licensee of KCRG, for $90,000. Both transactions are subject to FCC approval. Other vhf TV in Cedar Rapids is WMT-TV on Ch. 2, which is basic CBS-TV affiliate. It is due to begin operating in September.

Plans for new uhf Ch. 32 station in Evanston, Ill., have not materialized yet, according to Angus D. Pfaff, vice president and general manager of WNMP there and principal in newly-formed Northwestern Television Broadcasting Co., with manufacturer Howard S. Martin. No starting date has been set, but, Mr. Pfaff said, station will specialize in news, panel and dramatic shows and concentrate on getting "exclusive events" for that area, cooperating with Northwestern U. and other schools as WNMP has done. Other two uhf Chicago grantees—WIND-TV on Ch. 20 and WHFC-TV on Ch. 26—have not announced starting dates.

John J. Laux, executive vice president of WSTV Steubenville which received vhf Ch. 9 there, said no target yet set for station which will serve Steubenville-Wheeling area from 800-ft. antenna with 115 kw. CBS is likely network, he said. No decision yet as to national representative, he said.

Owner Jose Ramon Quinones of newly granted vhf Ch. 4 in San Juan, P.R.—where he also owns WAPA there—said he was leaving early this week for Washington and also to arrange acquisition of equipment. He said it was his desire and purpose to go on air as soon as possible. San Juan grant came as result of final decision in hearing, where competing applicant withdrew.

## WDMG Withdraws Uhf Bid

WDMG Douglas, Ga., dismissed its application for uhf Ch. 32 late Friday on economic grounds. Letter requesting dismissal stated:

**Since the application was filed, a careful survey has been made of Douglas and it appears that there will be difficulty in deriving sufficient revenue to meet operating expenses. It is also doubtful whether network servics could be obtained in Douglas.**

## KFEL-TV Transmitter

ALLEN B. DuMONT Labs. Inc. Friday reported shipment of 25 kw vhf Ch. 2 transmitter to KFEL-TV Denver, Colo. Eugene P. O'Fallon, station licensee, has been operating with 5 kw DuMont unit. Switch to higher power will be made without interrupting program schedule, DuMont engineers said.

### BOXING BEATS GODFREY

PABST boxing bouts topped national television programs for two weeks ending July 25 in number and percentage of homes reached, according to second July report by A. C. Nielsen Co. Fight telecasts were seen in 9,237,000 or 40.3% of homes, edging out *Arthur Godfrey & Friends*, seen in 8,645,000 or 38.8% of homes in program station areas.

## Drug Promotion Campaign Planned by WBAL

WBAL Baltimore will conduct prestige and merchandising campaign uniting Maryland's 625 independently owned drugstores in promotion of approved drug products advertised on station. Advisory committee of Druggists Assn. will approve drug products. Manufacturer advertising on WBAL will be given assurance his product will get point-of-sale support from druggists. This will include posters, displays and other devices devoted to product for one week of 13-week segment. In turn WBAL will start weekly broadcast *Your Best Neighbor* dedicated to neighborhood druggists and carry daily announcements paying tribute to druggists on both WBAL and WBAL-TV.

## WBUF-TV Tests Today

FIRST station with 1 kw DuMont uhf transmitter due on air today (Monday). It's WBUF-TV Buffalo, N. Y., Ch. 17. Outlet is affiliated with ABC-TV and DuMont. Transmitter was shipped Friday and crews were to have worked nearly around clock to get station going on air today.

### UPCOMING

**Aug. 18-19: NARTB Public Events Committee Meeting, Waldorf-Astoria, New York.**

**Aug. 19-31: Western Electronic Show & Convention, Civic Auditorium, San Francisco.**

**Aug. 20-21: NARTB Radio Standards of Practice Committee Meeting, Waldorf-Astoria, New York.**

**Aug. 30-Sept. 2: Western Assn. of Broadcasters Convention, Jasper Park Lodge, Jasper, Alberta, Canada.**

***(For other Upcomings, see page 137)***

## PEOPLE

**ROBERT E. KINTNER,** ABC president, left Friday for three-week stay in Europe. He will join Mrs. Kintner, now at Cap d'Antibes, South France, and returns Sept. 8.

**THOMAS C. BUTCHER,** senior vice president, Lennen & Newell, N. Y., appointed director of account planning. He has been with agency since Sept. 1952.

**JAMES P. WALKER,** manager of KFPW Ft. Smith, Ark., appointed manager of KATV (TV) Pine Bluff, Ark., vhf Ch. 7 permittee.

**JACOB H. RUITER Jr.,** in charge of technical advertising for Allen B. DuMont Labs Inc., named head of company's newly-reorganized public relations division.

**TED AYERS** has joined CBS-TV as executive producer for public affairs in Washington, network announced Friday.

**L. A. (Bud) BLUST** Jr., assistant general manager, named vice president and general manager of KTUL Tulsa and Tulsa Broadcasting Co., also operating KFPW Fort Smith, Ark. He succeeds John Esau, who has resigned to devote time to personal enterprises (see story page 78). Mr. Blust joined KTUL in 1940, was named sales manager in 1943 and assistant general manager in 1952. He has been in radio 17 years.

**RICHARD DINSMORE,** free-lance producer on West Coast and formerly with Sound Recorders, San Francisco transcription firm, named West Coast sales manager for Screen Gems Inc.

**G. A. BRADFORD,** advertising manager of tube department of General Electric Co., Schenectady, appointed advertising and sales promotion manager for GE's radio and TV department in Syracuse.

**DAVID A. HARRIS,** who has been with firm since its inception, appointed manager of N. Y. office of George W. Clark Inc., station representatives.

**S. H. McGOVERN,** general manager of KSO Des Moines, Iowa, appointed manager of KGTV (TV) Des Moines, uhf Ch. 17 permittee.

**RICHARD L. BARE,** producer-director formerly with Warner Brothers and Columbia Pictures, has been signed to produce *Joe Palooka* half-hour TV film series, Reub Kaufman, president, Guild Films Co., said Friday. Series will go into production this week at Republic studios in Hollywood, with cost estimated at about $20,000 per episode, Mr. Kaufman said.

## NARTB AM, FM Meetings

TWO NARTB committees, AM and FM, to hold meetings in Washington next week. AM Committee will meet Aug. 25-26. FM Committee will meet Aug. 27-28.

# ZIV's NEW SHOW IS TV DYNAMITE!

# FROM THE SECRET FILES

STARRING HOLLYWOOD'S BRILLIANT ACTOR

# RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!

**1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!**

# "I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**

**EACH HALF-HOUR A TRUE-LIFE ADVENTURE!**

## *YOUR OPPORTUNITY*

**TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!**

# OF A COUNTERSPY FOR THE F.B.I.!

## TREASON ON OUR DOOR STEP . . . THIS MAN SLAMMED THE DOOR!

Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a *supposed* Communist who reported daily to the FBI!

**NEVER BEFORE HAS SUCH A DRAMATIC DOCUMENT APPEARED ON TV!**

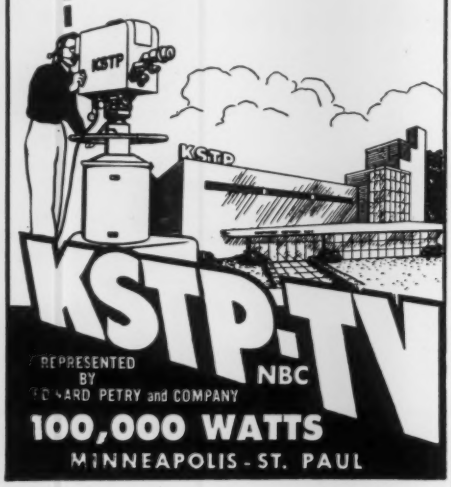
ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

XUM

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million-
and-a-Half
People
Regularly
With
100,000
Watts
On Channel 5

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications, Inc.*

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**Toronto:** 417 Harbour Commission, Empire 4-0775. James Montagnes.

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*Reg. U.S. Patent Office

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# Some Facts Interest Time Buyers More Than Others

We figure a time buyer is more interested in salary than in the size of Big Aggie Land (WNAX's countrypolitan market spread over Minnesota, the Dakotas, Nebraska, and Iowa). Nevertheless, the 653,500* families of Big Aggie Land have an effective buying income of $2,918,419,000.* In 80% of their homes, WNAX-570 is heard 3 to 7 times a week. These data are actually pertinent to the salary question—WNAX-570 promotions have a way of leading to promotions.

*Sales Management data.

**WNAX-570**
**Yankton-Sioux City**
*A Cowles Station*
*Represented by The Katz Agency*
*CBS Radio*

# Any Advertiser

# CAN

## and most advertisers

# SHOULD

## use

# SPOT RADIO

REPRESENTED NATIONALLY BY

# EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT

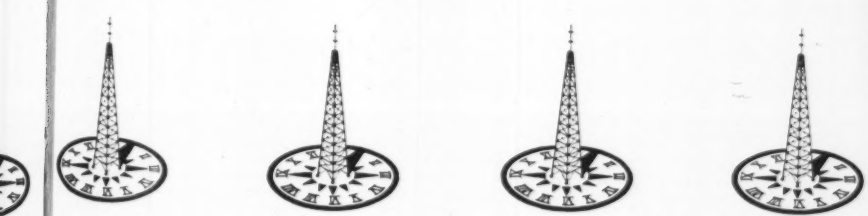
ST. LOUIS SAN FRANCISCO DALLAS

# Directory of Vacation Spots

Ever think of following America's migrant army—vacationers—on their summertime holidays? There they go, to beaches, mountains, lakes . . . car radio tuned in, portable radios always at hand! Millions of them!

They're a mighty audience, a spending audience, ready to listen to you, ready to purchase what you have to sell.

Only Spot radio can reach them consistently at the times and places they're easiest to find. So follow them, talk to them, sell them over these great stations.



## SPOT RADIO LIST

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WFAA* | Dallas, Ft. Worth | NBC, ABC |
| KOA | Denver | NBC |
| KSO | Des Moines | ABC |
| KARM | Fresno | ABC |
| KPRC* | Houston | NBC |
| KARK | Little Rock | NBC |
| KECA | Los Angeles | ABC |
| KSTP | Minneapolis, St. Paul | NBC |
| WSM | Nashville | NBC |
| WABC | New York | ABC |
| WTAR | Norfolk | NBC |
| WIP | Philadelphia | MBS |
| KGW | Portland, Ore. | NBC |
| WRNL | Richmond | ABC |
| WOAI* | San Antonio | NBC |
| KFMB | San Diego | CBS |
| KGO | San Francisco | ABC |
| KMA | Shenandoah, Ia. | ABC |
| KTBS | Shreveport | NBC |
| KGA | Spokane | ABC |
| WMAS | Springfield | MBS |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |

*Also represented as key stations of the

TEXAS QUALITY NETWORK

# GOLD!

## IN SOUTHERN CALIFORNIA

You don't have to dig for it. You don't have to pan it. It's rolling into the cash registers . . . as California *again* this month hits a new high for "settlers"!

**MARKET FACT NO. 1:**
More families are moving to California every month than ever moved to any part of the world in any time in history. It's a "gold rush" for advertisers.

**MARKET FACT NO. 2:**
KMPC gives you *primary* coverage of Southern California in 205 communities. Like to hear about the golden opportunities for *you?* Call, write or wire:
H-R Representatives, Inc.

KMPC

**50,000 watts days • 10,000 watts nights**

Gene Autry, *president*
Robert O. Reynolds, *vice president & general manager*

**RADIO**
AMERICA'S GREATEST
ADVERTISING MEDIUM




### THE 83D CONGRESS —AN APPRAISAL

**Networks:** ABC-TV, DuMont.
**Times:** Monday, 9-9:30 p.m. (ABC-TV); Tuesday, 10-10:30 p.m. (DuMont).
**Stations:** 13 on ABC-TV; offered to 15 on DuMont; also reprints offered by Republican National Committee to all TV stations.
**Principal Narrator:** Speaker of the House Joseph W. Martin (R-Mass.); film inserts including President Eisenhower; voices of two announcers.
**Producers:** Republican Congressional Campaign Committee and the Republican National Committee.
**Sponsor:** Public Service.

A FAVORITE pasttime among U. S. lawmakers is to "appraise" the "record" which they have helped compile in Washington. The *Congressional Record* is packed with such prosy oration. And for the first time, the "appraisal" has been wrapped up in a half-hour film telecast as a public service.

The program, on ABC-TV and the DuMont network last week, was titled, *The 83d Congress—An Appraisal.* Who is taking the responsibility for this appraisal is clear. Announcement of the show came from the Republican National Committee. The appraisal officially was presented by House Speaker Joseph W. Martin (R-Mass.).

REP. JOSEPH W. MARTIN
The Congress has problems to solve

What made the program fall short of its mark was the obvious injection of justification by the party in control of the actions, or possibly inaction, of the 83d Congress.

The "message" it conveyed is sure to be picked up in next year's congressional campaign. Speaker Martin, an old hand on the stump, told the audience that the Congress was up against it, setting about to rectify a "legacy pounded out of the ravages of war" and the spending policy of the previous administration.

The taxpayer was assured, however, that Congress was able to take things in hand, slashing expenditures and commitments of the Federal Government so as to make it easier next year to put tax cuts into effect.

Mr. Martin thought it important to point out (with film clips) that government workers now are at their desks 21 minutes earlier each morning and they drink 12,000 pounds less coffee during office hours. Again a saving for the taxpayer.

As the GOP had announced before the program, "the voice and face" of President Eisenhower was very much in evidence during the show. Except for Mr. Martin, the President was the most photographed personage.

From the Republican point of view, the program was an excellent summary, or appraisal, of President Eisenhower's seven months in the White House. Along with this the people ought to get a notion that Congress was busy, too.

Certainly the studio clock clicked off some minutes of time during which the film took note of passage of tidelands oil rights to the states, reduced appropriations, an immigration bill, a series of Federal agency reorganizations (approval of Presidential requests), wheat to Pakistan, food for Germany, and a study of local-state-federal functions.

As Speaker Martin said, Congress cannot solve all the problems before it in a day or a year. That part of the "appraisal" was the frankest of all.

### 21ST PRECINCT

**Network:** CBS Radio.
**Time:** Tues., 9:30-10 p.m. EDT.
**Producer:** John Ives.
**Writer-Director:** Stanley Niss.
**Star:** Everett Sloane.

A LOOK at a policeman's work in the largest city in the world is what CBS Radio purported to give its listeners each Tuesday on a recently introduced series called *21st Precinct.* Thoughtful citizens would refuse to pay taxes if police departments were really run the way CBS seems to fancy they are. The show is a far cry from the attempted realism of a typical evening in a precinct.

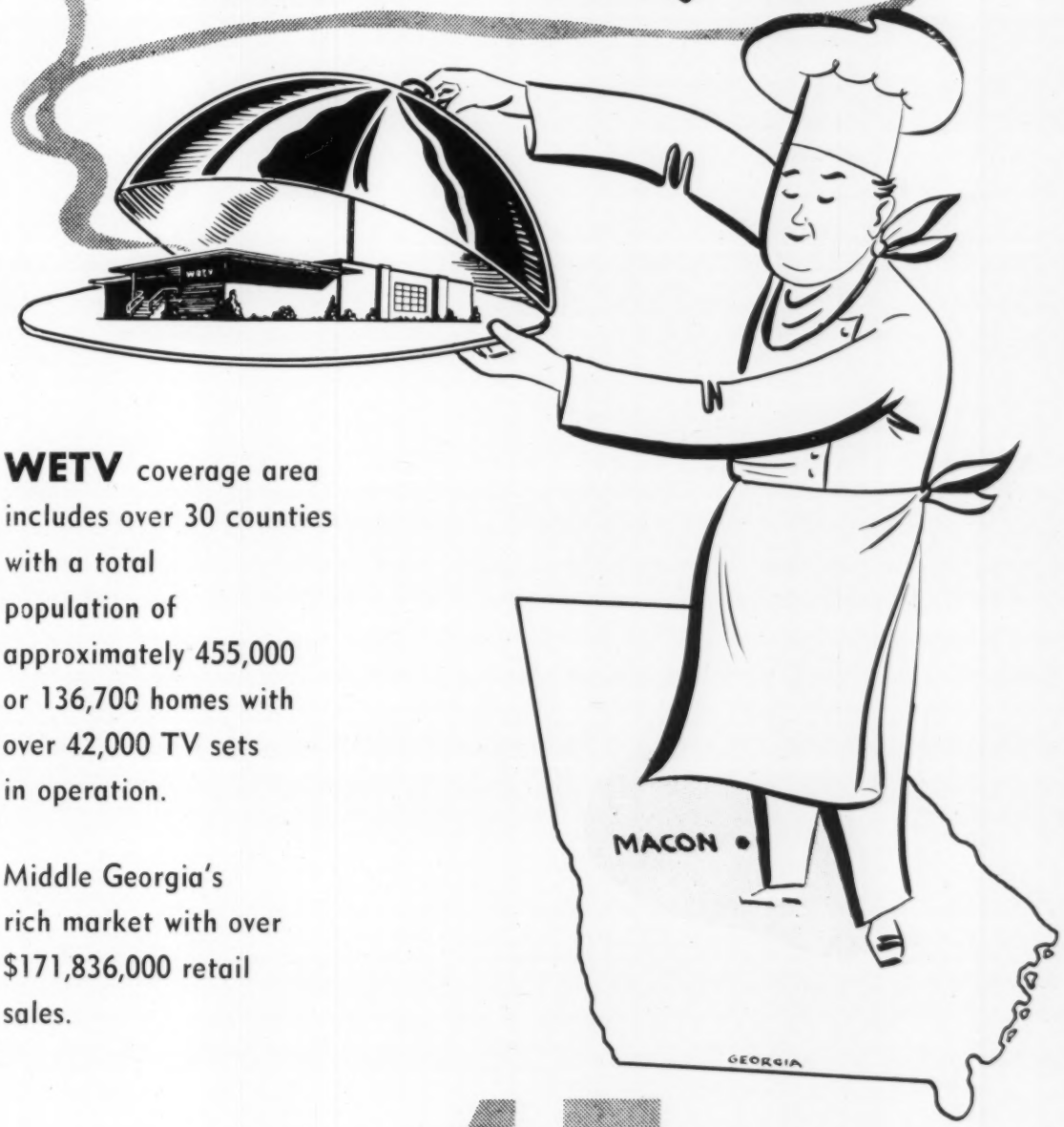
It is a poor radio show, badly acted, badly written and badly produced. On the Aug. 11 broadcast, each actor had a tendency to pick up the pitch and vocal inflection of the person whose line preceded his. That's a stunt you can get away with on television but it's a most irritating flaw on radio when listeners must depend on the actor's voice for characterization differences. All lines were delivered at the same microphone level, too, another disturbing element in the Aug. 11 show. The director made no attempt to create an illusion of depth by placing his actors at given distances from the mike. No bridge music was used on the broadcast. The montage technique could have handled the transition assignments well, but changes of locale and time were overlooked production-wise and actors simply plunged into the next line.

On this same broadcast, sound effects, unimaginatively used throughout, were misused in at least one instance. After the narrator had clearly stated that he had sent for Pvt. So-and-So and a moment later "he stuck his head in the open door," a loud knock was heard on radio.

In structure, the script was a studied imitation of Jack Webb's *Dragnet.* Since Mr. Webb has pretty well cornered that market, writers who insist on taking the same turn are asking for trouble.

The sort of material used in the Aug. 11 script was as trite and oft-repeated as any that has filled the air in a long time. When inspiration runs out, script writers inevitably tell us that all sorts of people are roaming around New York, big people and little people, kind and not-so-kind, good and bad, rich and poor, that "people, not buildings, make a city throb" and that life is a "flesh and blood merry-go-round—anyone can catch the brass ring or the brass ring can catch anyone." There's no danger of infringement in publishing these quotations from *21st Precinct* of Aug. 11. They're in the public domain.

# Hottest Advertising Media in Middle Georgia...
# Channel 47 ~ Serving You!




**WETV** coverage area includes over 30 counties with a total population of approximately 455,000 or 136,700 homes with over 42,000 TV sets in operation.

Middle Georgia's rich market with over $171,836,000 retail sales.

## Channel 47 wetv

*Middle Georgia's First Television Station*

2411 Pio Nono Avenue ‹—› Macon, Georgia

DIXON HARP
Gen. Manager

BARNEY KOBRES
Sales Manager

**NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY**

- Takes 7½ sq. ft. of operating floor space — less than half that of most "1-kw's"
- The only "1-kw" with sliding doors — saves over 12½ sq. ft. of operating floor area
- Uses only 4 different tube types — less than half the number used by most "1-kw's"
- Easiest to tune—only one tuning control in entire transmitter
- Low power consumption (3500 watts input at average program level)

Broadcasting's smallest "1-kw" AM, Type BTA-1M. It is completely self-contained! Note new sliding door construction.

# 1-KW AM

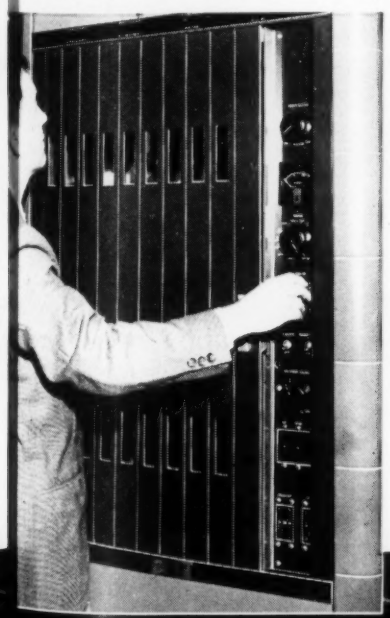
## ...half the size...better performance

AGAIN, RCA Broadcast Engineering sets the pace—with a superior "1-kw" that takes less floor space *than any 1-kw AM model now available.* Operation is reduced virtually to "switching on" and "switching off." Running expense is next to nothing.

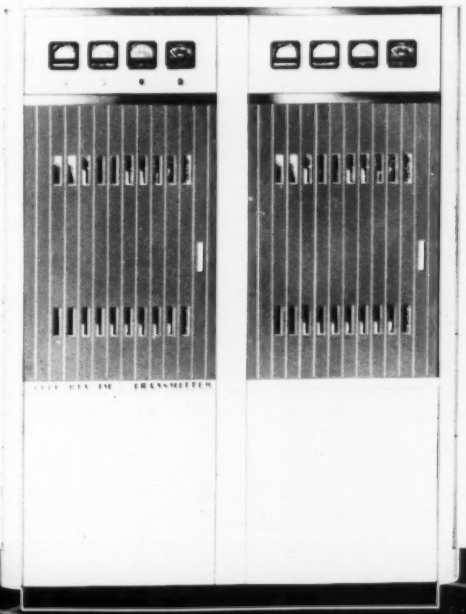
Unlike "warmed over" versions of conventional broadcast transmitters, Type BTA-1M is totally new—from input to output. For example: New type horizontal sliding doors that never extend beyond the cabinet, front or rear—save more than 12½ square feet of operating floor space • One tuning control for the entire transmitter • One power output control • Only 15 tubes used throughout (just 4 types to stock) • The one and only 1-kw AM with an all-aluminum cabinet (transmitter weighs less than half as much as other modern 1-kw's).

Type BTA-1M is ready for immediate shipment. Ask your RCA Sales Representative for complete details!

New, easy-to-reach vertical control panel. Just slide front door to left 4 inches (to automatic stop point). Transmitter interior not accessible until door is moved further left beyond this stop position—when interlocks and grounding switches function.



Matching cabinet(s) are available to house antenna phasing and branching equipment—if your station operates with a directional array.



Rear sliding door design gives operator more elbow room.

RCA **RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT** **CAMDEN, N.J.**

## OPEN MIKE

### Note in Parting

EDITOR:

This being my last day here at NBC, I just want to tell you before I leave the shop officially how much I appreciate the many nice things which [BROADCASTING • TELECASTING] has done for me over a long period of years . . .

As you know, the doctor says there is nothing wrong which a good rest will not take care of completely. So I am starting off with a couple of weeks fishing in Canada, after which we will go out to the Coast and then plan to spend a few weeks in Florida. This will get me back into circulation along about November . . .

*Frank White*
*President, NBC*
*New York*

### Monday Must

EDITOR:

. . . BROADCASTING • TELECASTING has long been our Monday required reading.

*Dan Seymour*
*V. P. in Charge of Radio-TV Programming*
*Young & Rubicam*
*New York*

### Misplaced Halo

EDITOR:

A number of your subscribers will claim that the attached represents an error but you and I know better. There couldn't be a more descriptive term than "Halo permittees" because most of them have their heads in the clouds, feet off the ground and are looking for angels.

*Nathan Lord*
*Manager*
*WAVE-AM-TV Louisville*

**[EDITOR'S NOTE: Mr. Lord refers to a transposed line in the lead Closed Circuit of Aug. 10: "Colgate-Palmolive-Peet's Halo permittees for extension of completion deadlines are being held up by FCC pending better explanation for the delays. . . ." The item should have begun: "Requests of more than a dozen new TV permittees for extension of completion deadlines. . . ." For later developments on that same subject see story in this week's Government department.]**

### Politics Runs in Family

EDITOR:

Thought you would be interested in knowing that Hecht [brother of the writer] was elected mayor of Henderson, and with his election that makes four Lackeys who have been mayor of Kentucky cities—father and three sons.

Our father was mayor of Paducah, as was Pierce. Then I was elected to that office in Hopkinsville, and now Hecht is the third Lackey son to become mayor. And all three sons are in the broadcasting business.

*F. E. Lackey*
*President*
*WHOP-AM-FM Hopkinsville, Ky.*

### Who's on First?

EDITOR:

. . . We quite forgive you for the incorrect statement made in the July 27 issue of BROADCASTING • TELECASTING page 106. In that issue you state:

"First to offer West Coast college credit courses via television is KNXT (TV) Hollywood. . . ."

In order that you may be fully apprised of the real pioneers in the area of West Coast

# A New Era in Pittsburgh Television*

*Channel 16*

*ABC-CBS*

*200,000 watts*

*Begins September 1st or earlier

REPRESENTED BY

**Edward Petry & Co., Inc.**

New York Chicago Los Angeles Detroit St. Louis San Francisco Dallas

educational telecasting over commercial stations, please let me reiterate just a few of the salient features KPIX (TV) has carried. . . .

Beginning March 6, 1951, and for 15 weeks following, KPIX and San Francisco City College cooperatively presented *Come to Order*. This telecourse dealt with Robert's Rules of Order and was slanted to the PTA member or club-going housewife who faces such procedural problems regularly. City College offered free college credit to those who enrolled, followed the telecasts and passed the examinations. . . .

*William C. Dempsey*
*Education Director*
*KPIX (TV) San Francisco*

## Applause

EDITOR:

. . . In my opinion you are doing an excellent job. Just keep it up.

*James J. McCaffrey*
*Hewitt, Ogilvy, Benson*
*& Mather*
*New York*

## Monkey Business

EDITOR:

We have a show produced and emceed by Jack Laurence. It's called *Party Line*, broadcast from 1:30 to 2 p.m. every weekday afternoon. On it, Jack features telephone taped interviews with people who are news-worthy. On Aug. 5 he "interviewed" Bamboo, the oldest, strongest and largest gorilla in captivity, who celebrated his 27th birthday that day. The curator of mammals at the Philadelphia Zoo, Mr. Fred Ulman Jr., actually held the phone up to the gorilla's ear as Jack sang "Happy Birthday" to Bamboo. Ulmar says that Bamboo scratched his head. . .

*Paul Martin*
*General Manager*
*WPWA Chester, Pa.*

## Score An Error

EDITOR:

. . . Last Sunday morning the two local newspapers featured a full page ad each, paid for by the Milwaukee Braves management, thanking Milwaukeeans and Wisconsinites for enabling them to hit over a million in attendance. Yet not once did I hear a spot announcement over any of the seven local radio outlets . . . This in spite of the fact that radio has played an important part in keeping interest in this team stimulated at full steam continually. . .

Isn't there some way to quit this free-loading? If one can afford to depend upon radio to promote his activities, he should also devote some of his financial support in that direction.

*Michael Ruppe Jr.*
*Milwaukee*

## Roanoke Revisited

EDITOR:

Glad to read your stand on the Roanoke uhf story. . . .

"Impossible local economic conditions" answers beautifully the question J. Frank Beatty posed: "What happened in Roanoke?" [B•T, July 13].

WROV-TV overlooked in their haste to get on the air the poignant economic fact that Roanoke county has an advertising potential of about $620,000. That to be shared by four AM stations and another TV outlet.

With coverage limited to Roanoke county only, who could survive? What to do? Close up shop and wait until a good high-powered uhf transmitter comes along and then re-enter the battle with a new approach, hypo the program schedule with ingenuity. . . .

*Ed Glacken*
*Salisbury, Md.*

## Paper Work

EDITOR:

That's a fine editorial you ran under the title "Paper Plague Abatement" Aug. 10.

Thanks for the mention you gave the Advisory Council on Federal Reports and our Committee on Radio and Television Broadcasting. The pat on the back that you gave Dave Cohn of the Budget Bureau is indeed well deserved. Dave has been for years the key between our committee and the industry when it comes to forms, and he has done a job far beyond the call of duty.

*Ben Strouse*
*Vice President*
*WWDC Washington*

## In Favor of Film

EDITOR:

. . . We would like to add to the plaudits already received on your film section by stating that we are definitely impressed. . . . This addition should fill an important industry need.

*Fred Niles, Vice President*
*Motion Picture-TV Div.*
*Kling Studios Inc.*
*Chicago*

EDITOR:

. . . Your latest issue of the TV film section was most interesting and enlightening.

*Seymour H. Malamed*
*Charles Wick Co.*
*New York*

## The Only One

EDITOR:

Thank you very much for the wonderful service that you are doing for the entire industry. I speak for the entire Hurricane Broadcasting System when I say that your publication is the only one for us.

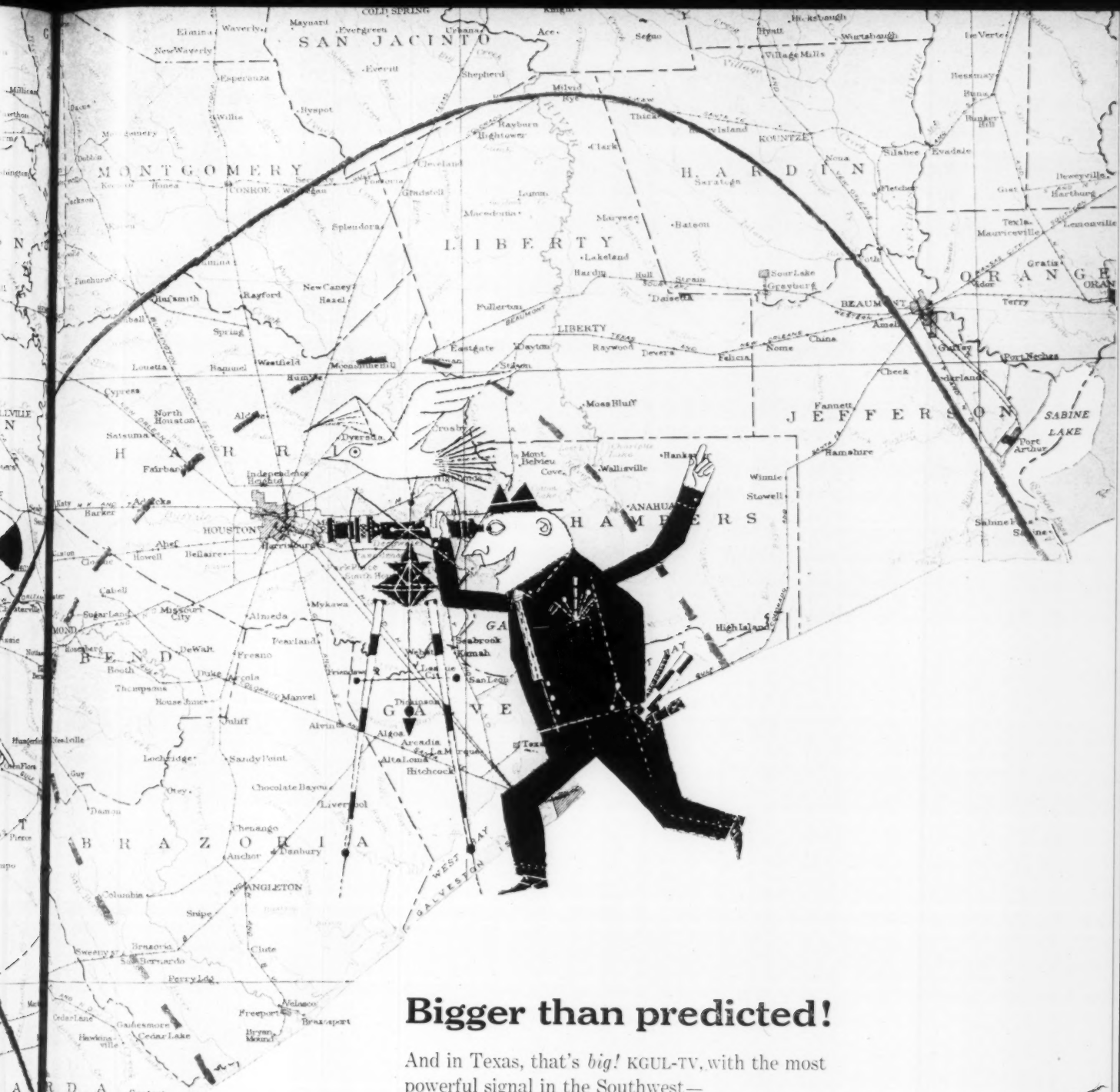
*Will Shawver*
*Program Director*
*Hurricane Broadcasting System*
*WARN Fort Pierce, Fla.*

## Church Blessing

EDITOR:

. . . I find in reading your magazine from week to week many, many things that help me in my work. You are rendering a great service not only to the broadcasting industry but to those of us who have program responsibility of a public service character, like carrying articles that delve more deeply into the problems and opportunity of radio and television programming. . . .

*Stanley F. Knock Jr.*
*Supervisor of Radio and*
*Television Evangelism*
*Radio & Film Commission*
*The Methodist Church*
*Nashville*




# Bigger than predicted!

And in Texas, that's *big!* KGUL-TV, with the most powerful signal in the Southwest—

. . . wings not only to Houston, *but 25 miles beyond!*

. . . brings into range a greater metropolitan area than ever—*Galveston and Houston combined, now 14th in the nation!*

. . . one of the top dozen richest areas in the U. S. in family income, with an average of $6,342 a year!

. . . spans more people than ever, *now 1,218,400*, and more total income, *now $2,179,947,000!* Sources on request.

Any way you measure, KGUL-TV covers one of the biggest and wealthiest markets in all television.

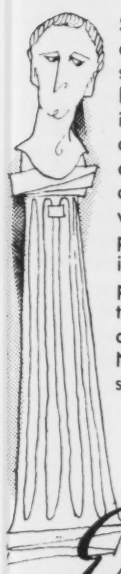
Your CBS Television Spot Sales representative will be pleased to show you how you're really on the map when you are on . . .

**KGUL-TV**

*Channel 11*
*in Galveston-Houston*
*Basic CBS Television Network*

*Represented by CBS*
*Television Spot Sales*

Every day — every night, people in SCIPIO watch WHEN, and then shop the Syracuse market.



Scipio, N. Y., is only one of over 200 communities in upstate New York whose buying habits are influenced by viewing Channel 8. WHEN — and only WHEN — gives a 26-county coverage in an area of 2¼ million people—people with diversified occupation — people with high, stable buying income — and all potential purchasers of WHEN advertised products. Get complete coverage of this rich upstate New York Market with its high spendability over WHEN.

SEE YOUR NEAREST KATZ AGENCY

*Everybody* WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE


# our respects

**to ARTHUR HAROLD LUND**

AN inveterate follower of baseball who is a top radio-TV agency executive in the Twin Cities is extremely gratified with the success of midwest baseball telecasts sponsored by a newly-successful brewery firm. And, as an ex-professional musician, he is doubly delighted with the reception of singing commercials and jingles in which he has taken an active hand.

The executive: Arthur Harold Lund, vice president and radio-TV director of Campbell-Mithun Inc.

After leaving Knox Reeves Advertising in 1944, Art Lund capitalized on his experience in baseball when he moved to Campbell-Mithun. Today he puts that experience to work on behalf of Hamm's beer (Theodore Hamm Brewing Co.), which sponsors half of the Chicago White Sox and Cubs home daytime baseball telecasts and many other radio-TV baseball programs in the Midwest.

And, as supervisor of radio and television production, Mr. Lund now works on the account of Pillsbury Mills (Ballard and Feed & Soy divisions). Among others for which he handles broadcast details are Land O'Lakes Creameries, Zinsmaster Baking Co., Malt-O-Meal Co., Great Northern Railway, Gold Seal Co., Griggs, Cooper & Co., Northern States Power Co., Hoberg Paper Co. and American Dairy Assn.

Mr. Lund is thoroughly sold on television. He says:

"Certain parts of radio will continue to have their place in the media picture and, while it will be a long time before radio bites the dust, its been our experience that television—properly handled and with commercials properly prepared—is the most dramatic medium in terms of sales results."

Campbell-Mithun's billings, he acknowledges, have been "heavier in TV and lighter in radio," but the agency is not forgetting for an instant its clients which depend largely on farm audiences to sell their feeds, seeds and implements.

A native of Minneapolis, where he was born Dec. 17, 1914, Art Lund received his early schooling at Marshall High School and graduated from the U. of Minnesota in 1935 after an educational grounding in liberal arts study.

While at the university, young Lund worked on its humor publication (Ski-U-Mah) handling both advertising and editorial chores. In his spare time he had his own dance band. Mr. Lund feels that his musical background has been "invaluable from a professional viewpoint in the advertising business." He cites his avid interest in the singing commercial and jingle, which he has helped prepare for a number of the agency's clients, including Hamm's beer and Malt-O-Meal.

After leaving school (where he met his wife-to-be, the former Betty Rohan), Mr. Lund joined WCCO Minneapolis as a publicity and sales promotion staffer, duties which he handled for over three years.

In 1939 Mr. Lund came to Knox Reeves for what proved to be a five-year tenure dealing in sports. He went on the road for General Mills' Wheaties, and claims to have covered over 100,000 miles during those years, handling details on baseball and professional football for the cereal product. His duties consisted of getting signed testimonials from players, checking local broadcasters on sports coverage and working on merchandising aspects with stores.

In June 1944 Mr. Lund came to Campbell-Mithun as a timebuyer and also handled production details. Two years later he was appointed radio director of the agency. When TV emerged on the broadcast horizon, his duties were expanded to cover that medium and in 1950 he was elected a vice president.

In riding herd on C-M's Minneapolis and Chicago offices Mr. Lund performs a variety of duties for his clients: Production of commercials, media plans, merchandising, publicity and budget matters. He supervises overall radio and television plans for the agency.

Mr. Lund also delivers speeches from time to time, before NARTB district meetings and advertiser groups. His favorite topics: Production of recorded radio jingles and spots and TV film commercials.

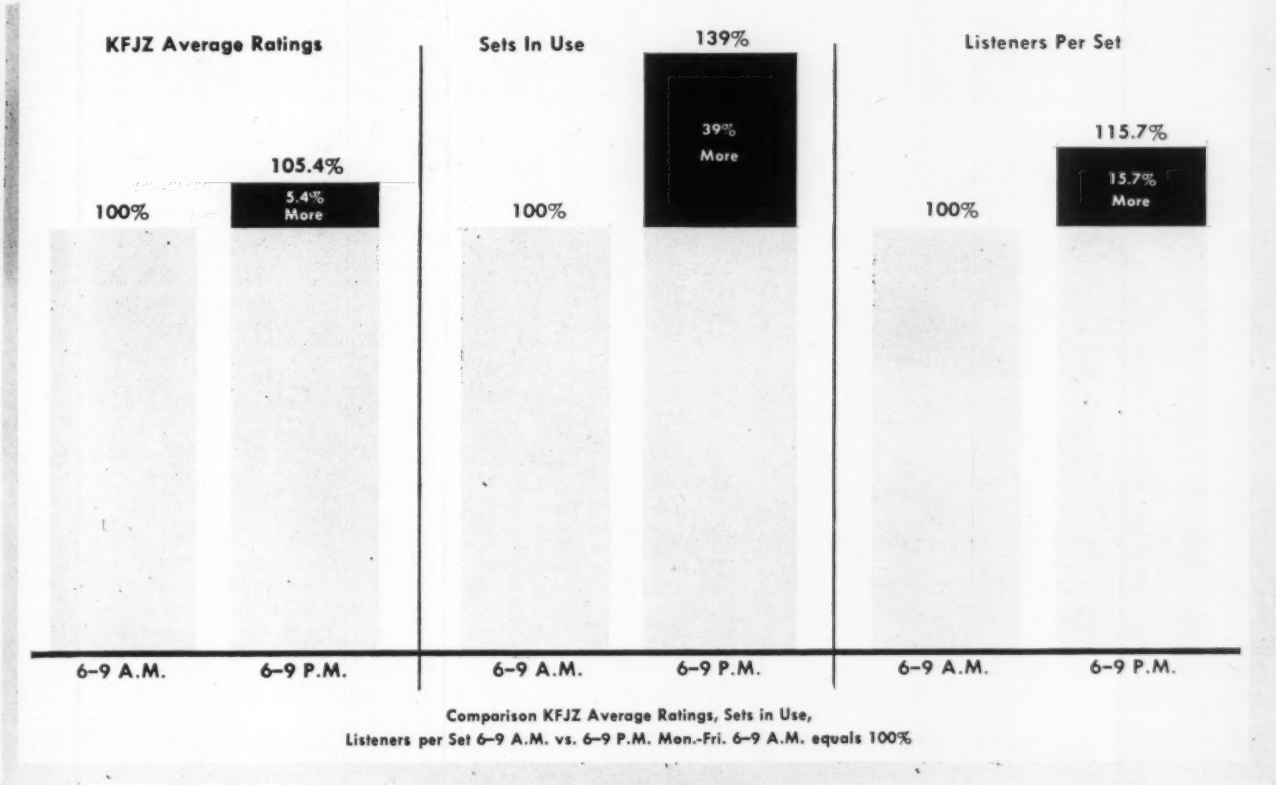
One of Mr. Lund's favorite subjects these days is, however, the success of Hamm's beer throughout the midwest—thanks largely to television and baseball. He describes it as "One of the outstanding advertising successes I have ever seen and been associated with and a real tribute to the medium. Seldom have I seen a product established so quickly, particularly in a market of that size (Chicago)."

The Lunds have five children—Peter, 13; Pat, 10; Susan, 7; Tony, 5, and Betsy, 2½—and live in the southern part of Minneapolis.

Mr. Lund belongs to the Chicago Radio Management Club and the Minneapolis Advertising Club. His hobbies are music and the water sports (swimming, boating) in which all citizens of the Twin Cities take a residential pride. And, of course, he feels close to baseball.

# In Fort Worth, EVENING IS EVEN BETTER

*especially over KFJZ, leader in locally-produced programs*




**Comparison KFJZ Average Ratings, Sets in Use, Listeners per Set 6–9 A.M. vs. 6–9 P.M. Mon.-Fri. 6–9 A.M. equals 100%**

**Source: Pulse of Fort Worth, April-May, 1953**

It may make you blink twice, but it's a fact! Evening radio time is even better than early morning which you know is a wonderful buy any way you look at it... listeners per set, audience turnover, family-type audience.

We know this to be true in many markets. In Fort Worth, for example, *an analysis of radio listening during the three-hour period 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday has unearthed this startling comparison:*

**5.4% higher average ratings on KFJZ in the evening.**

**39% more sets in use in the evening.**

**15.7% more listeners per set in the evening.**

And all this is happening, mind you, in a mature television market!

Yes, evening is even better, not just in Fort Worth, but in many other markets across the country... *every one with complete television penetration.* And higher nighttime radio listening means lower cost per thousand for every advertiser.

Right now nighttime radio is an advertising value no advertiser or agency can afford to overlook. For the figures coast to coast, call your John Blair man *today!*

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets . . . all in major markets.

**JOHN BLAIR & COMPANY**

**REPRESENTING LEADING RADIO STATIONS**

**NEW YORK • BOSTON • CHICAGO**
**ST. LOUIS • DETROIT • DALLAS**
**SAN FRANCISCO • LOS ANGELES**

*In Which Algy writes to . . .*

Mr. Herb Stott
Carl S. Brown, Co.
New York City

Dere Herb:

Somethin' big is happenin' down here.
We're gettin ready to start up our
Old Farm Hour onct again. We got a hall
now that'll hold 5,000 people, one fer
each of our watts. As you know, we had
th' show fer years and years before
th' war. Now we're goin' at it agin
and are openin' th' new series with
Cowboy Copas as guest star along with
our own old timer, Uncle Si, who gave
Copas his start here many years ago.
Effen you see Dr. Caldwell agin soon,
please tell th' Doc thet WCHS with
5,000 on 580 is sure perkin' along.

Yrs.,

Algy

WCHS

580 KC — 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

**Robert L. Benveniste**

# on all accounts

ROBERT L. BENVENISTE likes to be on th "firing line" of advertising, which is what h calls retail advertising. That is where he is a director of advertising and sales promotion fo Owl Drug Co., Owl-Rexall's western chain which has its headquarters in Los Angeles.

The young (35 years old) Benveniste joine Rexall as assistant media director in 194 shortly after his discharge from the Army Ai Force. Two years later he was Rexall medi director. He was appointed to his present pos tion in 1953.

Owl Drug Co. is a heavy user of local radi station time. It's TV program is the five-time weekly half-hour *Gene Norman Show* on KH TV Hollywood.

"Television is getting to be expensive," M Benveniste says. "It's no secret that in dru store operation, the margin of gross profit very small. As a consequence, we buy daytim TV, because on a cumulative basis, we can ge the desired audience and merchandise turn over."

Thoughtful Mr. Benveniste spots his program to catch definite audiences. For example, Owl TV program goes on at 4 p.m. because he feel the housewife has a few minutes then to rela before preparing the evening meal. Some morn ing commercials on items like house aprons ar aimed at the housewife. Over weekends, picn items may be promoted, while Saturdays, foun tain specials are plugged.

Owl regularly sponsors an average of 20 spo commercials daily on 12 five-minute news seg ments on KMPC Hollywood, six weekly one hour *Coffee Cup Concert* on KFAC Lo Angeles in the mornings, and Dean Maddox' si weekly half-hour *Sidewalk Reporter* on KFR San Francisco.

A firm believer in non-stop promotional cam paigns, Mr. Benveniste mounts a five day all out promotion each month, for which extra time may be purchased on local radio and, to a lesser degree because of cost, TV. Occa sionally, Owl Drug ties in with other stores circuses, ice shows and other entertainment at tractions, to boost the promotion.

In 1941 Robert Benveniste was graduated from the U. of Southern California with B.S and B.A. degrees in merchandising. Uncle Sam claimed his services in 1942.

Mr. Benveniste relaxes with tennis, skiing and swimming. Alpha Delta Sigma, national advertising fraternity, recently made him an honorary vice president.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS

# now operating at television's top power

. . . the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

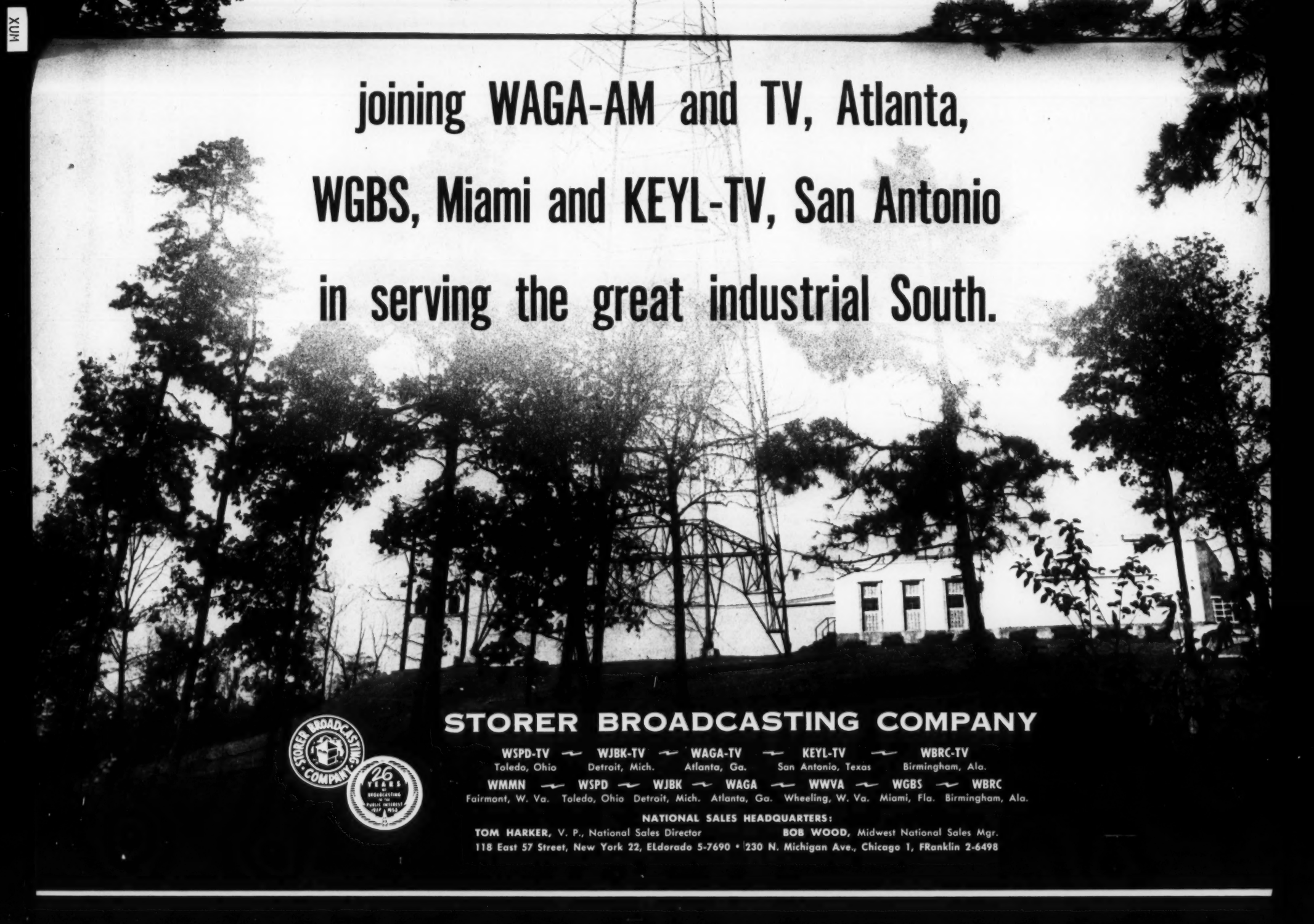
*The Television Service of*

**JEFFERSON STANDARD LIFE INSURANCE COMPANY**

***Represented Nationally by CBS TV Spot Sales***

*According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.*

WBRC and WBRC-TV
BIRMINGHAM, ALABAMA
are now
STORER STATIONS


joining WAGA-AM and TV, Atlanta,
WGBS, Miami and KEYL-TV, San Antonio
in serving the great industrial South.
STORER BROADCASTING COMPANY
WSPD-TV — WJBK-TV — WAGA-TV — KEYL-TV — WBRC-TV
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas Birmingham, Ala.
WMMN — WSPD — WJBK — WAGA — WWVA — WGBS — WBRC
Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Birmingham, Ala.
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

# SILVER ANNIVERSARY SET FOR NBC's 'NATIONAL FARM & HOME HOUR'

► PLANS last week were underway for the silver anniversary broadcast Sept. 12 of NBC's *National Farm & Home Hour*. A number of radio's prominent old-timers are scheduled to take part.

The guest list will include Frank Mullen, president of Vitapix Corp. and former NBC executive vice president; William E. Drips, who followed Mr. Mullen as NBC director of agriculture; Secretary of Agriculture Ezra Taft Benson, and W. A. Roberts, president of Allis-Chalmers Mfg. Co., which has sponsored the program since 1945. Everett Mitchell is the m.c.

The 25th milestone will be marked with a special full-hour program on NBC, 12 noon-1 p.m. CDT.

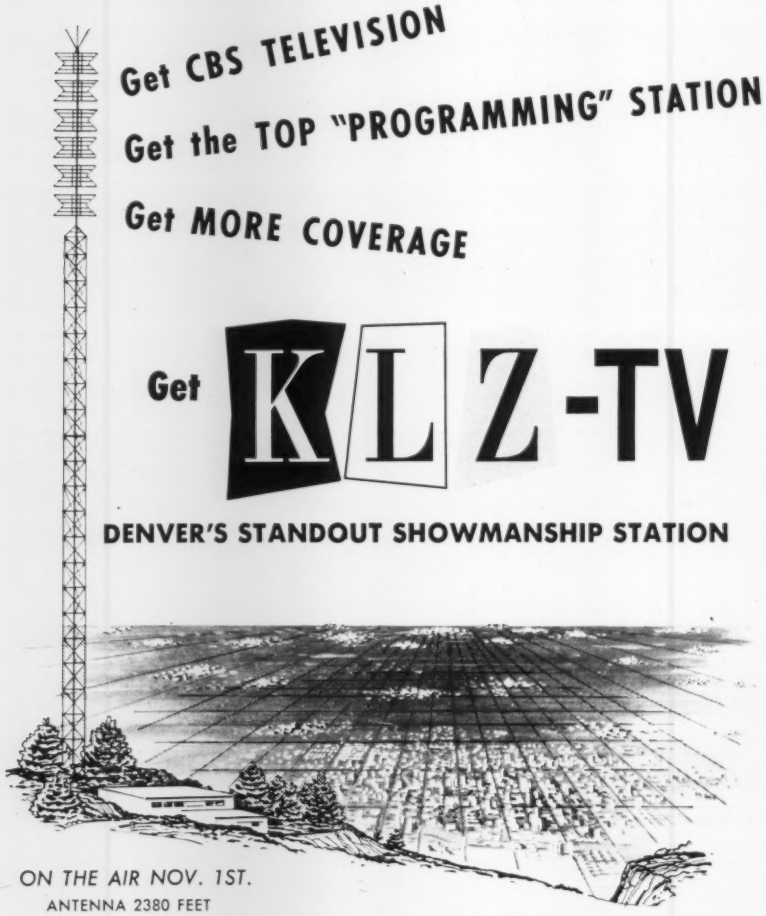
The program has been on the air since 1928. It is carried by about 200 NBC radio affiliates. The emphasis is on service and information [B•T, Feb. 27, 1950]. Among distinctions claimed by the program: First NBC network program from Chicago; first farm program aired on a national network; first program to use extensive remote pickups, and first commercial program produced in cooperation with a government agency.

**THE STORY here is in the Texas-styled hat. The hat, a gift from Phil McHugh (l), radio-TV director of Tracy-Locke Adv., Dallas, represents a 20-year association between the agency's clients, Comet Rice and Grady Cole (r), personality on WBT Charlotte, N. C. In addition to congratulations to Mr. Cole, a copy of a wire was tucked in the band which renewed the Comet Rice segment on the early morning *Grady Cole Time* for another 52 weeks.**

► ON Oct. 14, the R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Prince Albert smoking tobacco), will mark the beginning of its fifteenth year of sponsorship of *Grand Ole Opry* on NBC radio, Saturday, 9:30-10 p.m. EST. The agency is William Esty Co., New York.

► RADIO'S oldest children's program, *Let's Pretend*, completes its 23d year on CBS Radio Aug. 22. Two veterans of the show's first broadcast in August 1930, Gwen Davies, then a child of six and now co-m.c., and Maurice Brown, then cellist in the orchestra and now composer and conductor of the program's original music, will be on their usual jobs for the anniversary broadcast.

**TWO veteran staffers of WGN-AM-TV Chicago marked their 20th anniversaries with the stations when they signed exclusive five-year contracts with Treasurer-General Manager Frank P. Schreiber (l). Harry Creighton (c), announcer currently covering WGN-TV sports, has been with the stations since 1933, as has Francis Coughlin (r), WGN continuity editor and panelist on DuMont TV Network's *Down You Go*.**

Get CBS TELEVISION

Get the TOP "PROGRAMMING" STATION

Get MORE COVERAGE

Get KLZ-TV

DENVER'S STANDOUT SHOWMANSHIP STATION

ON THE AIR NOV. 1ST.
ANTENNA 2380 FEET
ABOVE DENVER

Combine CBS Television and Standout Local Programming (for which KLZ has won national recognition) and you get big audience pull...KLZ-TV... Denver's only TV operation with authorized power of 316,000 watts.

KLZ-TV CHANNEL 7 DENVER
CBS TELEVISION

Represented by the KATZ Agency

ALADDIN RADIO AND TELEVISION, INC.

*Airfan Radio Corp., Ltd.*
*announces the appointment of*

# THE KATZ AGENCY, INC.

*as national advertising representative for . . .*

## KFSD-TV

**CHANNEL 10**
*(effective with starting date, Sept. 1, 1953)*

## KFSD-AM

**5000 W 600 KC**
*(effective Oct. 1, 1953)*

**SAN DIEGO, CALIFORNIA**
*The NBC stations in America's fastest-growing major market*

**A great**

# RESPONSIBILITY

**has been placed in our hands**

1st IN PUBLIC SERVICE TO MEMPHIS AND MID-SOUTH

*Before you can sell a market of people . . . . you must have their trust and confidence.*

WMC's privilege of broadcasting, since its inception in 1923, has always been regarded as a great responsibility to its listeners.

More than thirty years of outstanding public service has built for WMC an audience of unfailing loyalty . . . has created a prestige that is unparalleled for any other station in Memphis and the Mid-South.

# WMC

**MEMPHIS**

**NBC—5,000 WATTS—790 K. C.**

National representatives, The Branham Company

**WMCF** 260 KW Simultaneously Duplicating AM Schedule

**WMCT** First TV Station in Memphis and the Mid-South

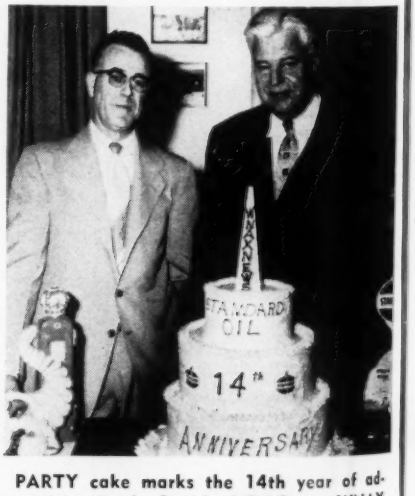
Owned and Operated by The Commercial Appeal




## NBC-TV News Special

AS part of the celebration of the eighth anniversary of NBC-TV's news-on-film coverage, the network will present a special program next Sunday (Aug. 23), 7-8 p.m., EDT, of the 10 biggest stories of that period as selected by NBC-TV newsmen-cameramen throughout the world. The stories: A-bomb on Hiroshima, founding of United Nations, the Red coup in Czechoslovakia, the Marshall Plan and NATO, Communist victory in China, the Korean conflict, the Truman victory in 1948, the Eisenhower election in 1952, the Texas City disaster and the death of Stalin.

**TED SONDAG (c), publicity director of Vandervoort's, Lansing, Mich., hardware and sporting goods stores, signs for a WJIM Lansing Santa Claus show for the 15th straight year. The program, *Santa Says Hello*, was conceived for the store in 1938. This year it also will be on WJIM-TV. At left is Bill Martin, vice president and assistant general manager of the store. Pointing out a detail to Mr. Sondag is Howard Finch, vice president of WJIM-AM-TV.**




**PARTY cake marks the 14th year of advertising by the Standard Oil Co. on WNAX Yankton-Sioux City. Jerry Hobart (l), advertising manager, and R. H. Patterson, district manager with Standard Oil, were presented the cake by the station. The firm sponsors *Noonday News* three days weekly on WNAX.**

TV STATION **WTVI** *Channel* **54**

# St. Louis' MAJOR LEAGUE

BASEBALL STATION TELEVISES HOME GAMES OF THE ST. LOUIS

# Browns

PRE-GAME
"Dugout Shows"
POST-GAME
"Base Ball Roundup"

Sponsored By
**FALSTAFF**
BREWING CORPORATION

SPORTS *Galore on* 54

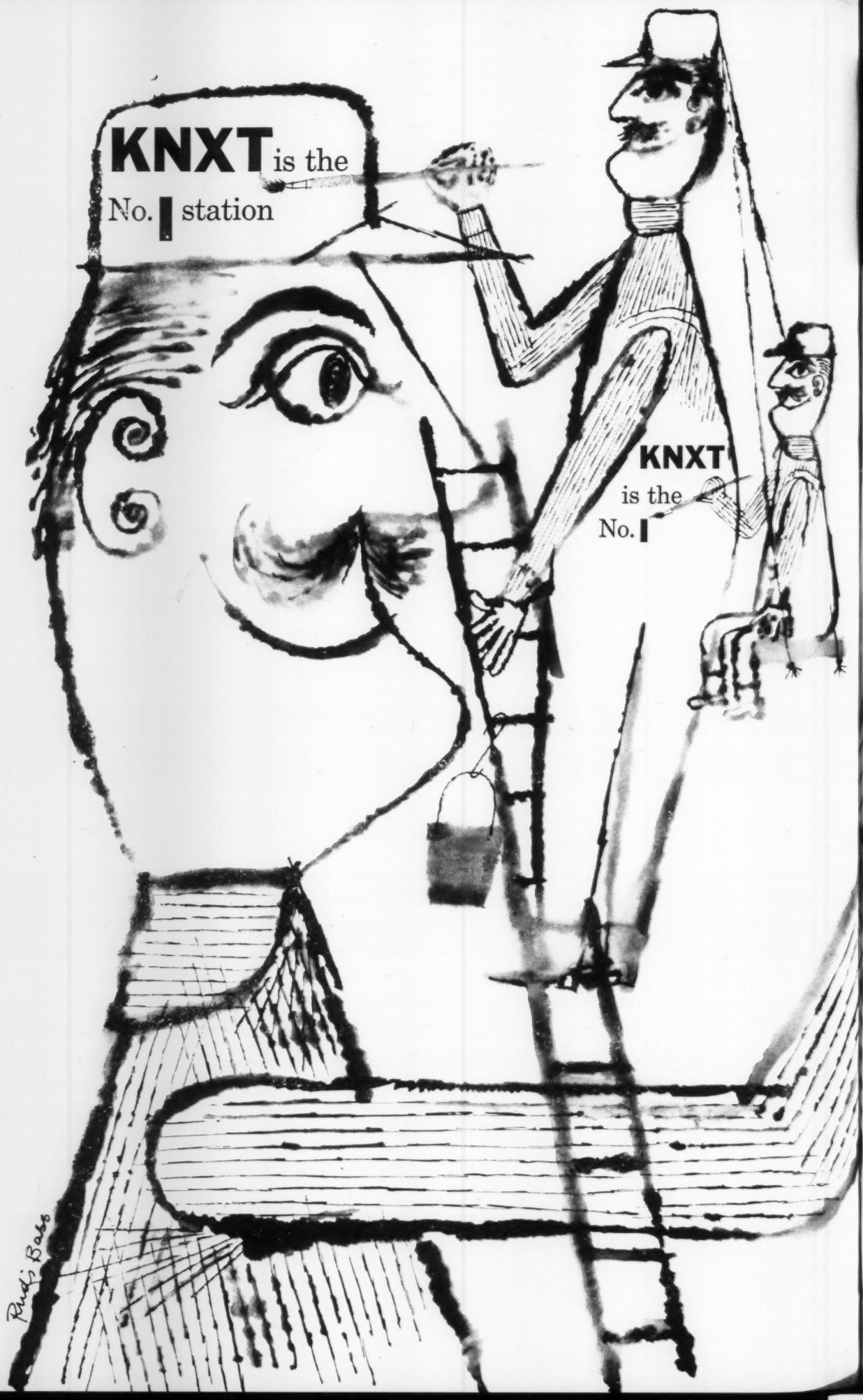
Major League Baseball
Pro Golf
Pro Football
(Nat'l Pro League Games)
Network Boxing
Pro Basketball
Network Wrestling
Local Sports

**WTVI is the DUMONT basic affiliate in St. Louis**

SIGNAL HILL TELECASTING CORP. BUSINESS OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.
GEneva 5454

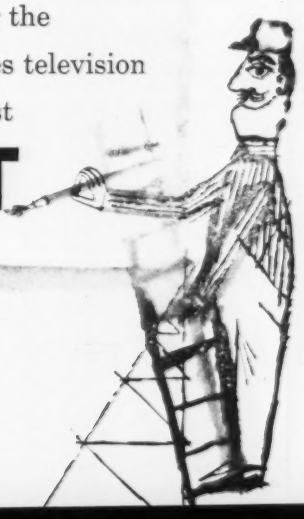
Call **WEED TELEVISION**

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • BOSTON • DETROIT
HOLLYWOOD • SAN FRANCISCO • ATLANTA


KNXT is the
No. 1 station
KNXT
is the
No. 1
Rudi Baro

# KNXT is the No. 1 station in the No. 2 TV market

**NOW MORE THAN EVER!** For now KNXT delivers a nighttime audience 25% bigger than its nearest competitor...a daytime audience 48% bigger...*half-again as much audience per dollar as the second station.* That's the picture latest research paints (ARB, July 1953). For the No. 1 buy in the $11,000,000,000 Los Angeles television market...the biggest audience at the lowest cost...*all* signs point to... **KNXT**



Channel 2
CBS Television's key station in Hollywood...
Represented by CBS Television Spot Sales

# KRNT

CBS

DES MOINES

# YOUR ALL-TIME BIG-TIME BUY!

- Morning Hoopers - KRNT is First . . . 51.1% AUDIENCE SHARE
- Afternoon Hoopers - KRNT is First . . 49.8% AUDIENCE SHARE
- Evening Hoopers - KRNT is First . . . 36.9% AUDIENCE SHARE
- Morning, Afternoon, Evening - KRNT is the only station in Des Moines that can talk Hoopers!

● SURE . . . you're right when you buy KRNT for your product or for your client's product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You'll go places with the "Know-How, Go-Now" station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.

SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX

BROADCASTING TELECASTING

August 17, 1953 Vol. 45, No. 7

# U. S. POST-WAR RADIO SETS NOW EXCEED 110 MILLION

**In the 7½ years since World War II U. S. radio production passed 110 million sets, more than the number made in the preceding 21 years, RETMA compilations show. For each of the past nine months radio production has topped that of the same month the year before—and has doubled TV set output.**

MORE than 110 million radio sets have been produced by U. S. manufacturers in the seven and a half years since World War II.

This total (as of Aug. 1, 1953) equals the popularly accepted radio circulation figure of 110 million sets-in-use.

It surpasses the total number of radio sets produced in the 21 years before World War II.

Analysis of production figures compiled by Radio-Electronics-TV Mfrs. Assn., based on actual factory reports, shows downward trend in AM set output has been reversed.

For nine consecutive months radio set production has run well ahead of the same month of the previous year. This production is twice the TV set output. Total postwar radio set output is four times the television total of 27.2 million receivers.

The downward trend in radio production was due to the four-year interruption of factory production during the war, with the ensuing public demand when factory lines started moving again. It was due, also, to the advent of television.

### May Go Higher

Should the trend continue upward, radio set production in 1953 might reach 15 million, although this figure is considered too high by some manufacturers.

With factories having turned out 110 million radios since the war, the 110-million sets-in-use circulation figure is believed in some areas to be much too low. For example, if one-fourth of the 40 million home radios turned out in the five years just preceding the war are still in working order, the sets-in-use figure might approach 120 million.

Two factors account for a lot of the upswing in 1953 radio production. They are a growing demand for clock radios and the automotive industry's practice of selling an extremely high percentage of cars with radio receivers.

Over 1,120,000 clock radios were produced in the first half of 1953 compared to 1,929,000 in all of 1952 and 777,155 in 1951 [B•T, Aug. 10]. In practically all cases clock radios become home radio sets in active use.

Over three million auto sets were turned out in the first half of 1953. This nearly equals the total auto receivers produced in 1952.

Latest RETMA figures show 664,201 radios came off the factory lines in July (factory vacation month), an increase of 35% over July 1952 when the total was 494,866 sets. This is the best July radio figure since 1950 and almost equaled the 666,000 figure that month.

During the first seven months of 1953, industry radio production totaled 7,930,743 sets compared to 5,950,901 for the same period a year ago. This represents an increase of 34%, maintaining the May rate of increase and surpassing the rate of previous 1953 months.

Here is the way the figure of 110 million postwar radio sets, attained last month, was compiled:

Total radio production in 1946 (includes last few weeks of 1945), 15,521,000 sets. (Figures actually are factory sales and are not broken down into types of sets.)

Total radio production 1947 to July 1, 1953:

49,952,809 home receivers
3,829,715 clock receivers
12,662,828 battery portables
26,900,324 auto receivers

Total for 1947-1953 period, 93,318,676

RETMA figures show 3% of TV sets have radio (AM and/or FM) tuning facilities in this current production. This rate has varied since TV output has started, with an average of possibly 2% of TV sets having aural radio tuners. An informal RETMA estimate places the number of TV sets with aural radio tuners at 700,000.

That brings total postwar production of radio sets to 109,539,676 as of June 30, 1953.

Adding the 664,201 radios turned out in the month of July, with its curtailed production due to vacations, the total is found to have passed 110 million in July, reaching a grand total for the postwar period of 110,203,877 radio sets.

In compiling the estimate of 700,000 TV sets with radio tuners, RETMA noted that 111,693 of the 3,834,236 TV sets (3%) made in the first six months of 1953 were equipped with broadcast band reception facilities. In 1952, 147,440 of 6,096,279 TV sets had broadcast tuners, a ratio of 2.4%.

### Boosting Normal Output

The forecast by some manufacturers of 15 million radio sets for 1953 is not accepted in all industry circles. Doubling the 7,266,542 sets turned out in the first half of this year gives a total of 14½ million, with the heavy autumn production months ahead. However, it is pointed out that some factories have been increasing normal radio output to be ready for an expected greater demand for TV sets in the fall as more TV stations go on the air.

The current inventory of radio sets is up a barely perceptible amount over last year, running around 600,000, a normal inventory.

RETMA last week compiled six-month figures showing shipments to dealers. In the first 26 weeks 3,214,024 radio sets (not including auto sets) were shipped to dealers (retailers). This compares with 2,879,706 sets shipped during the first half of 1952.

The difference between the total sets produced and the sets shipped to dealers involves the time element, inventories, auto set production and foreign sales. The foreign business accounts for less than 1% of total radio set production.

**HALF-YEAR RADIO SET SHIPMENTS TO RETAILERS**

(First six months of 1952 and 1953)

| | 1952 | 1953 | | 1952 | 1953 |
|---|---|---|---|---|---|
| Alabama | 55,913 | 43,588 | Nevada | 4,864 | 3,880 |
| Arizona | 20,931 | 18,242 | New Hampshire | 8,103 | 9,718 |
| Arkansas | 26,624 | 23,705 | New Jersey | 106,611 | 105,092 |
| California | 210,305 | 260,482 | New Mexico | 12,746 | 13,702 |
| Colorado | 29,182 | 24,420 | New York | 324,782 | 384,801 |
| Connecticut | 33,541 | 43,659 | North Carolina | 72,612 | 62,251 |
| Delaware | 8,556 | 7,058 | North Dakota | 11,379 | 9,864 |
| D. C. | 32,301 | 37,255 | Ohio | 156,010 | 187,854 |
| Florida | 78,394 | 74,190 | Oklahoma | 36,695 | 37,789 |
| Georgia | 75,900 | 65,455 | Oregon | 27,515 | 27,734 |
| Idaho | 13,133 | 7,398 | Pennsylvania | 203,258 | 240,802 |
| Illinois | 172,497 | 249,687 | Rhode Island | 8,988 | 23,847 |
| Indiana | 67,708 | 70,788 | South Carolina | 27,785 | 25,721 |
| Iowa | 42,731 | 40,394 | South Dakota | 14,184 | 10,870 |
| Kansas | 44,609 | 39,559 | Tennessee | 46,951 | 54,420 |
| Kentucky | 44,837 | 49,171 | Texas | 144,618 | 158,015 |
| Louisiana | 54,980 | 58,018 | Utah | 11,616 | 10,527 |
| Maine | 28,211 | 15,197 | Vermont | 6,134 | 7,673 |
| Maryland | 42,649 | 40,838 | Virginia | 44,722 | 55,514 |
| Massachusetts | 91,769 | 92,309 | Washington | 41,068 | 57,073 |
| Michigan | 110,564 | 153,596 | West Virginia | 33,009 | 28,187 |
| Minnesota | 46,267 | 51,413 | Wisconsin | 49,809 | 69,517 |
| Mississippi | 28,808 | 27,970 | Wyoming | 6,253 | 6,110 |
| Missouri | 78,313 | 93,102 | | | |
| Montana | 11,584 | 14,032 | | | |
| Nebraska | 26,162 | 21,537 | TOTAL | 2,876,181 | 3,214,024 |

# 10 FIRMS PLAN FALL RADIO-TV SPOTS, INCLUDE 'BIG THREE' SOAP MAKERS

**P&G, Lever Bros. and C-P-P are soap makers planning fall spots. Others with fall spot schedules in negotiation are Shulton Toiletries, Bristol-Myers, General Motors, Vanity Fair, West Disinfectant, Reynolds Metals and Howard Clothes.**

THE BIG THREE of the soap industry led a list of 10 spot advertisers who last week were negotiating fall schedules in both radio and TV.

The seven other firms readying autumn campaigns are Shulton Toiletries, Bristol-Myers, General Motors, Vanity Fair, West Disinfectant, Reynolds Metals Co. and Howard Clothes.

Procter & Gamble Co., Cincinnati (Duz), is preparing a spot campaign to start Sept. 14 in 50 radio markets and 20 TV markets. Compton Advertising, New York, is the agency.

P&G also is asking availabilities for its new Gleem toothpaste which will launch its radio-TV spot campaign starting Sept. 12. Compton also is handling that campaign in addition to the one for P&G's Drene [B•T, Aug. 10].

Lever Brothers Co., New York (new product Lux Liquid), through J. Walter Thompson Co., New York, is planning an early September starting schedule in the West Coast area.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), through Cunningham & Walsh, New York, effective Aug. 24 starts a heavy spot radio campaign 10 times weekly for 52 weeks.

Colgate's Florient, a room deodorant, is using a few eastern test radio markets starting Oct. 2 through Street & Finney, New York.

Reynolds Metals Co., Louisville, through Buchanan & Co., New York, is going into about 80 radio markets with sponsorship of quarter-hour local programs starting the end of August.

Shulton Toiletries, New York, through Wesley Assoc., New York, has extended its present schedule in 60 markets to run through the end of the year instead of culminating in September and also is planning a television spot campaign in 30 markets to start the end of September and run through Dec. 23.

Bristol-Myers Co., New York (Ipana toothpaste), is planning a 55-second spot campaign starting Sept. 14 for 13 weeks, through Doherty, Clifford, Steers and Shenfield, New York.

General Motors (Buick), Detroit, through Kudner Agency, New York, is adding ten-second announcements to the 20-second spots it already has bought preceding the NCAA games, on 83 NBC-TV stations only.

Groveton Paper Co., New York, makers of Vanity Fair facial tissues, is buying participations on the Ruth Lyons show on WLW-TV Cincinnati, has renewed *Food for Thought* on WABD (TV) New York and is adding another program on WGN (TV) Chicago. Paris & Peart, New York, is the agency.

West Disinfectant, New York ("Plus"), is testing a radio spot campaign for four weeks in Lancaster, Albany, Toledo and Dayton. In addition the product will use a 13-week test in television on WHIO-TV and WLWD (TV). Paris & Peart, New York, is the agency.

Howard Clothes, New York, through Peck Advertising, New York, is buying day and night radio spots in a campaign starting Aug. 24 to run to Christmas.

## Ex Lax Studies Fall Plans

EX LAX Corp., New York (Ex-Lax) is considering a network television and radio program to start this fall, through Warwick & Legler, New York.

The firm is about to sign the *Leave It to the Girls* program on ABC-TV, Saturdays, 7-7:30 p.m. In addition Ex Lax also is considering sponsorship of three days a week of the 11-11:15 a.m. strip of *Modern Romances* on ABC radio, also to be launched in the fall. Whether the company would then continue its sponsorship of the *Doctor's Wife* on NBC radio is problematical.

## O'Cedar to Terminate Time on 'Breakfast Club'

O'CEDAR CORP., Chicago (cleaning products), has notified ABC Central Division it will terminate sponsorship of the Mon.-Wed.-Fri. segments of Don McNeill's *Breakfast Club* for the fall, effective Sept. 4, according to John Turner, president of Turner Advertising Co., Chicago, which handles the account. O'Cedar shares the 8-8:15 a.m. segment with Toni Co.

O'Cedar has a TV spot campaign in some 25 markets, with a heavy concentration in the East. Spots are being carried on baseball telecasts in New York, Philadelphia and Washington, D. C. Some TV is planned for fall, Mr. Turner added.

## Sterling Drug Profits Up

STERLING DRUG INC., New York, reported last week that net profit for the six months ended June 30 amounted to $6,265,050 as compared with $5,351,031 for the corresponding 1952 period. Sales for the first half of 1953 were listed at an all-time high of $83,881,436 as against $79,973,095 for the same period of 1952.

# RADIO STILL BIG ABROAD—GRANT ADV.

THERE is nothing dead about radio in the larger advertising agency offices throughout the world and, in fact, radio is a major advertising medium in many countries.

This is a composite opinion held by key executives of Grant Advertising Inc., which has 23 offices overseas and eight in the U.S. They were attending the agency's annual international conference in Chicago for the week of Aug. 3.

Grant foreign executives visited Detroit Tuesday and Wednesday to acquaint themselves with personnel working on the Dodge Division of Chrysler Motors account, and wound up in New York Saturday, where they talked with Grant personnel on the International General Electric account and inspected radio-TV studio and technical facilities. Both Dodge and International GE advertise in foreign countries through Grant branches.

The Chicago sessions were keynoted by Will C. Grant, president, and various agency branch executives. They reported that with the sole exception of London every office is a large user of radio.

Overall ad budgets are up in South America, according to Raimundo F. Scarampi, Grant vice president and office manager in Buenos Aires.

Grant executives compared their problems in Latin America to those of the early days of U.S. radio before coverage standards and rating services were established.

Grant set up its own radio-TV measurement services for clients, using techniques based on the characteristics of the markets to be studied. Specially-trained interviewers traveling on foot were substituted for telephone coincidental checks, because of the scarcity of telephones.

Radio still is the most important communication medium in many countries, representatives reported. One Grant office prepares its radio campaigns in 14 of the most common languages.

Grant executives agreed there is no known way a program or commercial prepared for one country can be assured of success in another.

Take Lima, Peru, for example. According to Eugene Tarley, branch chief there, the people will respond much more quickly and "take to" a commercial borrowing on their own tastes in music than to one of foreign style.

Singing commercials, however, appear to be popular around the world.

Several offices reported on progress in their countries, one being Mexico, which telecast its first bullfight. The program was pioneered by Grant for its client, Goodrich Euzkadi, and has proved to be a "roaring" success. Other favorable reports were given.

But, while people the world over seem to enjoy commercials and jingles in any language, they are not acclimated yet to television—at least in countries like Brazil or Argentina.

Some natives stand in front of TV cameras on the streets, posing and otherwise cavorting, and then hurry to receivers in adjoining shops, not quite knowing what to make of it when they don't see the expected pictures.

**WORLD strategy is indicated as Grant Advertising Inc. executives from foreign offices confer at the agency's international conference in Chicago. Gathered around the globe are (l to r) Robert Sutherland, president, Grant Advertising of Brazil (Rio de Janeiro); M. G. Kumble, Grant representative in Calcutta, India; Will C. Grant, agency president; Andrew Shepard, Grant vice president-manager in Mexico City.**

# CIO BUYS $600,000 RADIO NEWS SERIES

CIO will place heavy emphasis on radio during the coming 12 months in a campaign to tell the public about its role in community affairs.

Last Thursday Walter P. Reuther, CIO president, announced that the organization had contracted for a 52-week daily newscast on ABC radio network. Within a fortnight he expects to announce details of a CIO television series.

The two series will comprise a million-dollar campaign voted last June by the CIO executive board [B•T, June 15, 8].

### Uses 150 Stations

Using 150 ABC stations, CIO's budget for the radio campaign (time and talent) is estimated around $600,000 plus promotion. Cost of the upcoming TV program, also a 52-week package, is expected to approach $400,000. Commentator on the radio series, scheduled 7-7:15 p.m. in the East and 6-6:15 local time in other zones, will be John W. Vandercook, author and explorer. Broadcasts will originate in New York and Washington. The series starts Labor Day, Sept. 7.

Mr. Reuther said CIO "is sincerely pleased at the opportunity of bringing the nightly news commentary to the American public over ABC radio facilities." He added:

"We in the CIO look upon this program as an opportunity to serve the public by keeping it acquainted with the fast-breaking news of the day and how it affects the daily lives of each and every one of us. We hope, through the commercial announcements on the broadcast, to better acquaint the public with the CIO and its role in the community. We have often pointed out that CIO members make progress only as the community progresses, and not at the community's expense; and this program will demonstrate that fact.

### 'Latest Step'

"The radio series, the latest step in the CIO's continuing program of public relations, will shortly be followed by a regular television program. It is our hope that we will be able to announce details on this TV series in the near future."

Agency for the account is Henry J. Kaufman & Assoc., Washington, D. C., Wyatt & Schuebel, New York, which participated in time clearance.

A CIO public relations committee headed by Henry C. Fleisher, CIO publicity director, conducted initial studies leading to the radio-TV projects. Members of the committee were Vin Sweeney, United Steelworkers; Frank Winn, United Auto Workers; Richard Rohman, Amalgamated Clothing Workers; Arthur Riordan, IUE-CIO; Al Harrington, Communications Workers; Kenneth Fiester, Textile Workers; Joseph Walsh, Rubber Workers; Ray Davidson, Oil Workers; Henry Zon, CIO-PAC; Al Zack, CIO assistant publicity director, and Arthur J. Goldberg, CIO general counsel.

## Serutan Moves to CBS-TV

SERUTAN CO. (Geritol) Newark, currently sponsoring *Juvenile Jury*, Mondays, 9-9:30 p.m. on NBC-TV, effective Oct. 11 moves show to CBS-TV, Sundays, 4-4:30 p.m. Thus the NBC-TV Monday period opposite the highly rated *I Love Lucy* show is open again. Ed Kletter Agency is handling Geritol.

# GRID COVERAGE PLANS IN FULL SWING

**As the fall season approaches, radio-TV networks and stations round out latest details of what promises to be a period of extensive football coverage. Both college and professional football are included.**

RADIO and television networks and stations last week were rounding out preparations for extensive coverage of college and professional football games for the fall season.

As a preliminary to the kick-off of regular games in September, the DuMont TV and the Mutual radio networks carried the All-Star football game from Chicago last Friday. Sponsor was the Admiral Corp. through Erwin Wasey & Co.

The most widespread coverage of football contests this fall is believed to be that of Du-

**KRNT Des Moines sells Home Federal Savings & Loan Assn. an extensive football-basketball broadcast schedule including U. of Iowa games. Signing (l to r) are Mike McMichael, account executive, and (standing) Paul Elliott, commercial manager, both KRNT; Jonathan M. Fletcher, executive vice president, and Don Ault, advertising manager and public relations director, both Home Federal.**

Mont, which will telecast 49 games of the National Professional Football League, starting Sept. 27 and ending in late December. Twenty of the games will be sponsored by the Westinghouse Electric Corp. through Ketchum, McLeod & Grove, Pittsburgh [B•T, July 20]. The others will be under the sponsorship of Miller Brewing Co. (Mathisson & Assoc. Inc., Milwaukee), Atlantic Refining Co. (N.W. Ayer & Son Inc.) and Brewing Corp. of America (Lang, Fisher & Stashower Inc., Cleveland), with others to be announced at a later date.

The number of cities to carry the games is expected to vary from game to game. These details will be announced later as will the names of commentators for DuMont's coverage.

NBC-TV will carry a schedule of 19 college football games under its *TV Game of the Week* under sponsorship of General Motors through the Kudner Agency Inc. [B•T, June 22]. The schedule was arranged in cooperation with the National Collegiate Athletic Assn. in line with that group's policy of "limited television." On two Saturdays, Oct. 24 and Nov. 7, *TV Game of the Week* will be a panoramic telecast of portions of four games being played in different parts of the country. Mel Allen is expected to be the announcer.

On NBC radio, the *College Football Game of the Week* will broadcast contests each Saturday, starting Sept. 19 and ending Dec. 5. The games will be made available for local co-op sponsorship and, a network spokesman said last week, already have been sold in eight markets. Games selected for broadcast will be chosen on the Monday before Saturday game time in order to select teams winning audience appeal.

ABC-TV will telecast home games of the Chicago Bears and the Cardinals, National Football League teams, with sponsorship of half of each game by Standard Oil Co. of Indiana through McCann-Erickson Inc., Chicago, and the other half local sponsorship [B•T, Aug. 2]. Games will be carried on Sunday, starting Sept. 27, for 12 weeks. The Chicago area will be blacked out for the telecasts. Harold (Red) Grange will handle play-by-play.

Coverage of the Notre Dame U. football games also will be provided by ABC-TV, starting Sept. 7 through a filmed program of the contests to be carried the next day (Sunday) from 7:45-9 p.m. EST. This coverage and a 15 minute segment preceeding the filmed programming (7:30-7:45 p.m.) in which Notre Dame football coach Frank Leahy will be featured will be sold on a co-op basis.

It is reported that ABC radio will broadcast a series of college football games starting Sept. 26 and ending Nov. 28.

Mutual's *Game of the Week*, broadcasting college football games for 13 weeks, starts Sept. 26. First two games in the series will begin after major league and World Series baseball contests are completed. A Mutual spokesman said last week that *Game of the Week* is being offered to several national advertisers for sponsorship. Commentary will be by Al Helfer and Art Gleeson.

CBS Radio's *Football Roundup* will be carried

**WCAU Philadelphia will carry U. of Pennsylvania football games under sponsorship of Yellow Cab Co., Philco Distributors Inc., and Mort Farr, Philco retailer. At signing are (l to r): Seated, Mort Farr; John Gilligan, Philco Corp. advertising manager; Donald W. Thornburgh, WCAU president-general manager; Byrum Saam, who will do play-by-play, and Milton Eisenberg, Yellow Cab; standing, James Shallow, Philco Distributors general sales manager, and Bill Campbell, WCAU sports director who will do color and interviews.**

**KFH Wichita's football game-of-the-week broadcasts will be sponsored by S. A. Long Co. (wholesale appliances) to boost Zenith sales, and by Over There VFW Post 112 to spark membership. Planning are (l to r): Seated, James E. Fisher, post adjutant-quartermaster; Frank V. Webb, KFH vice president-general manager; Rex Adams, Long sales manager, and Rollo E. Bulkley, post junior vice commander; standing, Tom Bashaw, program director; Jack Munley, sports director, and Bryce Benedict, sales representative, all KFH, and Paul Wilson, Long sales promotion-advertising manager.**

each Saturday afternoon from 2:30-5:30 p.m., with multiple coverage of about 20 major college football contests on each broadcast. The series will run from Sept. 19 to the end of November. Red Barber will direct commentary. The program is being made available for national sponsorship.

The five home football games of the U. of Notre Dame will be carried "live" via closed circuit television by the newly-formed Box Office Television Inc. [B•T, July 13]. The exact number of theatres that will carry the games was not available for release last week.

Many individual radio stations throughout the country will carry professional, college and high school football games of institutions in their area. WTAM Cleveland reported last week that it will broadcast the nine home and away games of Ohio State U. from Sept. 26 through Nov. 21. The games are available for local sponsorship. WMGM New York announced last week it will cover 12 New York Giants professional football games and at least six pre-season exhibition contests from Aug. 22 to Dec. 13 under co-sponsorship of Miller Brewing Co. (Mathisson & Assoc., Milwaukee) and the Atlantic Refining Co. (N. W. Ayer & Son Inc.). Marty Glickman and Chris Schenkel will do the play-by-play and color reports.

### WWDC Airs Colts

In professional football, WWDC Washington began broadcasting all exhibitions and the full schedule of the Baltimore Colts starting last Saturday with the Colts vs. Philadelphia Eagles contest in Norfolk. A total of 17 games will be on WWDC. Gunther Brewing Co. of Baltimore is the sponsor.

WXEL (TV) Cleveland reports it will telecast out-of-town games by the professional Cleveland Browns for the fourth straight year. Sportscaster Bill McColgan will handle play-by-play and John Fitzgerald of the station, the color. Clayton Dopp is producer and director of the telecasts. Home games, also sponsored jointly by the Brewing Corp. of America (Carling's Black Label Beer and Red Cap Ale) and the Atlantic Refining Co., will be fed to the East and Middle West for DuMont although not to be seen in Cleveland.

Radio rights to the seven homes games of the U. of Miami during the coming football season have been awarded exclusively to WIOD Miami, according to Dr. Sydney W. Head, director of radio and TV at Miami.

KVOO Tulsa will carry U. of Oklahoma Sooners' nine-game 1953 football schedule, sponsored by the Texas Co., with John Henry, KVOO sports director, doing play-by-play, beginning Sept. 26. WKY Oklahoma City also will carry the broadcasts, with Tom Paxton doing color.

Princeton U. football contests for the 1953 season will be carried by KYW Philadelphia. Herb Caneal, KYW sports director, will handle play-by-play for the 10-game schedule.

## Henry M. Stevens, JWT, Dies; Was Board Chairman of 4-A's

HENRY M. STEVENS, 53, a director and vice president of J. Walter Thompson Co., New York, died Aug. 11, while vacationing at Ingonish Beach, N. S. He was chairman of the board of the American Assn. of Advertising Agencies.

**Mr. Stevens**

Mr. Stevens was born in Portland, Ore. He received the degree of Master of Business Administration from the Harvard Business School before starting at JWT's Chicago office 30 years ago. He was one of the original members of the company's San Francisco office. While heading the St. Louis office in 1936 he was named a vice president and transferred to New York.

During World War II Mr. Stevens served on the War Advertising Council, participated in a special study for the Treasury Dept. and acted as general chairman of the Advertising section of the New York Committee of the National War Fund.

Surviving are his wife, Mrs. Stella Riggs Stevens, two daughters, a son, and his twin brother.

## Agency Changes Name

NAME of Wilson, Haight & Welsh Inc., Hartford and New York agency, has been changed to Wilson, Haight, Welsh & Grover Inc., after the addition of Melvin G. Grover as vice president and director. He recently resigned as Fawcett Publications advertising director.

## NEW BUSINESS

**General Mills,** Minneapolis, has bought daily 15-minute segment of NBC-TV's *Today* starting Aug. 31. Company will advertise Betty Crocker cake mixes (two days), home appliances (two days) and O-Cel-O cellulose sponges (one day). Agencies: BBDO, Minneapolis (cake mixes, appliances), and Comstock Advertising, Buffalo (O-Cel-O).

**General Motors Corp.,** Detroit, will sponsor *Fisher Body Awards* featuring 40 young automobile designers who have won prizes in annual Fisher Body model car competition, on NBC-AM-TV Aug. 18, 9:30-10 p.m. EDT. Agency: Kudner Agency, N. Y.

**Borden Food Products Co.,** N. Y., began sponsorship of Cecil Brown newscasts, Monday through Friday, 8-8:15 p.m. on 45 Don Lee Network stations. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

**Prudential Life Insurance Co. of America** renews *Jack Berch Show* on full ABC radio network for 52 weeks, Mon.-Fri., 12:25-12:30 p.m. EDT, effective Sept. 21. Agency: Calkins & Holden, Carlock, McClinton & Smith, N. Y.

**Commercial Solvents Corp.,** N. Y., will sponsor *Peak of the Sports News* featuring Red Barber, on CBS-TV, Saturday, 6:45-7 p.m. EDT, starting Sept. 12. Agency: Fuller & Smith & Ross, N. Y.

**Cream of Wheat Co.** to drop *Grand Central Station* on CBS Radio, Saturdays, 11:05-30 a.m., but will pick up the 12-12:30 p.m. period on the same network with *Theatre of Today* starting Sept. 12. **Armstrong Cork Co.,** which sponsors *Circle Theatre,* will drop the show effective that day but will continue sponsoring its television *Circle Theatre* on NBC-TV. BBDO, New York, is the agency for both Cream of Wheat and Armstrong.

**Paramount Pictures** launched extensive radio-TV spot campaign for its new production, "The War of the Worlds," on 33 stations and two network stations in 30 of the largest cities in New England and middle Atlantic states. Agency: Donahue & Coe, N. Y. (See story page 78).

**Spool Cotton Co.** (Crown zippers), through its agency, Kenyon & Eckhardt, N. Y., signs for participations on all Housewives' Protective League programs on 13 CBS Radio stations, starting Aug. 31.

**Toni Co.,** Chicago (div. of Gillette Co.), for Prom Home Permanent and White Rain Shampoo, will sponsor *Place the Face* on CBS-TV, alternate Thursdays, 10:30-11 p.m., starting Aug. 27. Agencies: Leo Burnett Co., Chicago, for Prom; Tatham-Laird, Chicago, for White Rain.

**Brown Shoe Co.,** St. Louis, will sponsor *Smilin' Ed McConnell* on ABC-TV, Saturday, 10:30-11 a.m. EDT, starting this Saturday (Aug. 22). Agency: Leo Burnett Co., Chicago.

**P. Lorillard Co.** (Old Gold cigarettes) switches *Chance of a Lifetime* show from ABC-TV, Thursday, 8:30 p.m. EDT, to DuMont Television Network, starting first week in October on day and hour to be designated shortly. Agency: Lennen & Newell, N. Y.

## AGENCY APPOINTMENTS

**Greater Pittsburgh Milk Dealers Assn.** appoints Cavanaugh Morris Agency, Pittsburgh, to handle advertising and public relations. **Louis J. Sautel** is account executive.

**Olympic Stained Products Co.,** Seattle, appoints West-Marquis Inc., same city, to handle advertising for company's products including Olympic Perfect-Fit shakes, Texterior paneling, Timberline siding and Olympic Stain. **Welles Wiley,** vice president in charge of Seattle office, is account executive.

**White Rock Bottlers Co.,** L. A. (Dietonic Beverages, new low calorie soft drink line), ap-

points Roy S. Durstine Inc., that city. Spot announcement and participation schedule has started on KIEV Glendale, KBIG Avalon, KHJ KNX KNXT (TV) KNBH (TV) and KLAC-TV Hollywood.

**Universal Major Electric Appliance Co.,** Lima, Ohio, names Harry B. Cohen Adv., N. Y., for its refrigeration, heating, laundry and air conditioning products. Plans not yet formulated.

**American Corn Millers Federation** appoints Arthur Meyerhoff & Co.

**First Federal Savings & Loan Assn.,** Hollywood, appoints Hutchinson-Hadlock Co., that city. Radio-TV are being used.

**Lewel Industries Inc.,** N. Y. (Instant Dip and Instant Wipe household cleaners), appoints Harry B. Cohen Adv. Co., N. Y.

**Griest Mfg. Co.,** New Haven, names Cunningham & Walsh, N. Y., to handle expanded campaign in home sewing field in behalf of sewing machine attachments. Selection of media, including radio and TV, currently under consideration.

**Charles Antell Inc.,** Baltimore, and **National Health Aids,** name Ruthrauff & Ryan, N. Y., to handle all advertising for Fastabs, weight reducing tablets.

**Gipps Brewing Corp.,** Peoria, Ill., is placing its TV account with Mace Adv. Agency Inc., that city.

**Rosita Products Co.,** Phoenix (canned Mexican foods), appoints Rockett-Lauritzen, L. A. **Monte J. Curry** is account executive. Radio-TV will be used.

**Carlsbad Hotel,** Carlsbad, Calif., appoints Stanley & Assoc., Oceanside. Radio will be used.

**Dwight Edwards Co.,** S. F., division of Safeway Stores Inc., appoints Erwin, Wasey & Co., L. A., to direct advertising on Edwards Instant Coffee, effective Sept. 1.

**Greene-Haldeman,** Los Angeles Chrysler-Plymouth dealers, appoints The Caples Co., that city. Radio and TV will be used. **Phil Lansdale** is account executive.

## SHORTS

**Robert Knox Adv.** moves to new quarters at 104 East 40th St., N. Y.

**Richard G. Montgomery & Assoc.,** Portland, Ore., advertising agency, resigned account of Centennial Flouring Mills and its subsidiaries effective July 1 and coincidentally closed its Seattle offices.

**Swafford & Co. Adv.,** 9009 Beverly Blvd., Beverly Hills, moves Aug. 31 to new offices at 307 S. Robertson Blvd., same city.

**H. Jack Wyman Advertising,** S. F., moves to 278 Post St., that city.

**Gourfain-Cobb Adv. Agency Inc.** dissolves as corporation in favor of partnership doing business as **Gourfain-Cobb & Assoc. A. S. Gourfain Jr.** is principal partner.

## Guild Films Marks Growth; Ups Gross, Appoints Shainmark

AS PART of Guild Films Co. expansion program, Reub Kaufman, president, announced last week that Arthur Gross has been appointed assistant to the president in charge of company operations and Lou Shainmark, vice president in charge of advertising and publicity.

Mr. Gross has served Guild as director of advertising and publicity for the past year. He was formerly an account executive with the Smallen Advertising Agency and with Skouras Theatres as promotion manager.

Before joining Guild, Mr. Shainmark was assistant to the Federal Security Administrator. Until 1950, he was managing editor of the *Chicago Herald-American*.

In other presonnel changes, Mr. Kaufman announced that Ed Grossman, Guild auditor, has been named controller of the company; Jane Kaye, office coordinator, Guild's office manager; Joel Lee, law secretary to Federal Judge Samuel Kaufman, a member of the firm's legal department and Curtis Kaufman, an assistant in the advertising and publicity department.

## Sale of Footage to Hopalong Is Set Aside by L. A. Court

SALE of 200,000 feet of old Western film from the estate of Harry (Pop) Sherman, independent movie producer, for $5,000 to Hopalong Cassidy Inc., was set aside Monday in Los Angeles Superior Court on petition of his two daughters, Mrs. Arlynne Wood and Theodora Sherman. A new sale, under competitive bidding, was ordered for Aug. 24, with all interested parties to appear "with cash in hand."

Contending that the film library might be worth as much as $1 million, the sisters claimed Jacob H. Karp, estate executor who is also an attorney for Paramount Pictures Corp., had not notified them properly of the pending sale.

Mr. Karp had contended that Paramount Pictures has an interest in the film library and anyone buying it was subject to those claims.

## Conne Named V. P. on Sales With Prockter TV Enterprises

EDWARD R. CONNE has been appointed vice president in charge of national sales of Prockter Television Enterprises Inc., according to Bernard J. Prockter, the firm's president.

Mr. Conne, at one time associated with World Broadcasting Studios and who has been surveying the TV field the past three years, will head a new sales division.

The division will concentrate on national network sales as differentiated from syndication sales. The latter, also a division, is supervised by Andrew P. Jaeger, vice president in charge.

## Filmarte vs. Filmcraft

ACTION of unlawful detainer has been filed in Los Angeles Superior Court by West Coast Hollywood Theatres Corp., owners of Filmarte Theatre, Hollywood, against Filmcraft Productions. Besides asking for $7,500 back rent allegedly due under a two-year leasing arrangement, the plaintiffs seek to oust Filmcraft from the theatre, used as a shooting stage for various TV film productions.

## NBC Film Division Sales

NBC Film Div. reported last week that total markets on its *Douglas Fairbanks Presents* filmed series has reached 89, with latest sales to WVEC-TV Hampton, Va.; KANG-TV Waco, and to the Walter Klein Agency, Charlotte, N. C., for Columbia, Charleston and Greenville, S. C., Asheville and Greenville, N. C., and WRAY-TV Princeton, Ind. Other Sales have raised markets on *Victory at Sea* to 51 and *The Visitor* to 35.

## Film Sales

**Guild Films Inc.** reported last week its half-hour *Liberace* filmed program has been sold in three new markets, raising total number to 78. Latest sales were to **U. S. National Bank** over **KBES-TV** Medford; **Ontario Biscuit Co.** over **WSYR-TV** Syracuse, and **West Side National Bank** over **KIMA-TV** Yakima, Wash.

•

**DuMont TV Film Sales,** New York, reported last week that its weekly filmed sports program, *Madison Square Garden*, had been sold to the **Tampa Florida Brewery** (Tropical beer and ale). Production on the 1953-54 series will start Nov. 3 by **Winik Films Corp.**

•

**Screen Gems Inc.** reports that *The Big Playback*, weekly filmed program featuring **Bill Stern,** has been bought for local sponsorship in six new markets, raising total number of outlets on show to 51. New sales were in **Duluth, Memphis, Montreal, Pittsburgh, Milwaukee** and **Wichita.**

•

## Production

**Stage 5 Productions,** Hollywood, organized by **Ozzie Nelson** to film ABC-TV *Adventures of Ozzie and Harriet*, is shooting 40 half-hour programs at General Service Studios. Program returns to network Sept. 18, sponsored alternately by **Hotpoint Inc.** and **Lambert Pharmacal Co.** (Listerine). Mr. Nelson is producer-director, as well as co-star; **William C. Mellor,** cameraman, and **Leo Pepin,** associate producer.

•

**Sovereign Productions,** Hollywood, has acquired TV rights to "Archie," teenage comic book, from publishers **John L. Goldwater** and **Louis A. Silberkleit.** Filming on the proposed half-hour series starts next month with **George Bilson,** RKO producer, handling production reins.

Sovereign has signed the theatrical picture production team of **Clarence Greene** and **Russell Rouse** to share similar duties with the team of **Gil Ralston** and **Arthur Ripley** on 13 films in new CBS-TV *GE Theatre* series. The first film will be telecast Sept. 27.

•

**Frank Ferrin Productions,** Hollywood, is filming two deep-sea fishing episodes in the Hawaiian Islands for inclusion in ABC-TV's *Smilin' Ed's Gang*. Necessary marine equipment is being supplied by **Capt. N. R. Dawley,** operator of the "Miss Honolulu" and former motion picture actor.

•

**Phildan TV Productions Inc.,** Hollywood, has started filming 52 weekly half-hour wrestling

programs at Valley Gardens Arena, North Hollywood, for nation-wide syndication. To date, deals have been made with 14 stations. **Michael Phillips** is producer.

•

**Shriner TV Film Co.,** Hobart, Okla., now is producing a series of 13 half-hour TV films featuring **Ted Shriner** and his 9-year-old son, Teddy, heading a cast of 10. Titled *Shriners at Home,* the series will be available for TV stations this fall, according to a company spokesman.

## Random Shots

**Princeton Film Center Inc.,** Princeton, N. J., has signed a long-term lease for the sound stage of **Frederick W. Rockett's** Hollywood film studio. The expansion was made because of increased film production for television, according to **Gordon Knox,** Film Center president. Occupation of the new studio is planned for Sept. 1, he said.

•

**S. W. Caldwell Ltd.,** Toronto, pioneer Canadian TV program production, packaging and sales organization, has been signed by **Guild Films Co.,** New York, to serve as its Canadian sales representative.

•

Fall credit course in Shakespeare, to be given via **KNXT (TV)** Hollywood by **Dr. Frank C. Baxter,** U. of Southern Calif. professor of English, will be kinescoped and made available to U. S. educational video stations upon request. Each lecture in the 17 weeks' course is 45 minutes in length.

•

**Pacific-Alaska Division** of **Pan American World Airways** has announced a special commodity rate for TV motion picture film flown from the Pacific Coast to Hawaii. The new rate, which becomes effective Aug. 26, is 40 cents per pound for film shipments of 100 pounds or over.

## Film People

**John Downing Wilson,** radio-TV director and account executive of the **Bloom Advertising Agency,** Dallas, to **Screen Gems,** as southwestern sales manager.

•

**William F. Dubensky,** director of TV department for **Margo Jones' Dallas '53 Theatre,** named southwest sales representative for **Atlas Television Corp.,** New York, TV film distributing firm.

•

**Ancil Payne** has been appointed manager of **Criterion Films,** Seattle. For four years, until the beginning of 1953, he was executive assistant to Washington state's Congressman Hugh B. Mitchell.

•

**Ted Hudes,** independent radio-TV producer, to **Rockhill Productions,** radio, TV and film producers, New York, to be in charge of news and publicity.

•

**Ralph Berger,** art director for Desilu Production, Hollywood, has been signed to a 52-week exclusive contract.

•

**Les Hafner,** New York producer, has acquired motion picture and TV rights to **Mark Hellinger's** final screenplay, "Thousand Dollar Window."



# APRMA SEEKS BETTER RADIO NEWS IN NEW YORK MEETING WITH AP

**AP radio members developed plans to improve news presentation which, they believe, will pay off in more sponsored programs and added community service. Importance of sharing local and regional news also was stressed.**

AGREEMENT that news has become a major factor in radio, and plans to improve the quality of news programming were the major developments to come out of meetings of the News Report and Programming committees of the Associated Press Radio Member Assn., held Tuesday and Wednesday at the AP general offices in New York.

### Formed Last Fall

The association was formed last fall to permit station members of AP to have an organized voice in the style and content of the AP radio wire.

Les Mawhinney, news director of KHJ Los Angeles and head of APRMA, said that while the news program will be carried on by AP stations its findings would be of value to the entire radio industry.

"AP stations," he said, "are taking this initiative because we see that more frequent and better developed news programming is more important to broadcasting now than ever before. That's why we are taking the bull by the horns within our own AP membership and making definite, concrete plans to improve our news presentation. We believe it will pay off more in station interest and more sponsored programs, not to mention the additional community service."

A study of listener interest in news, according to the time of the broadcast, is being planned by the programming committee, to use as a basis for suggesting new and perhaps more attractive news formats for stations. The committee also plans a clearinghouse for the exchange of ideas on tested methods of selling prospective sponsors on the value of news broadcasts, both spot and features. Tentative decision was to ask stations to send in their saleable ideas to AP's New York radio headquarters, where it can be circulated to all member stations. Contributions of ideas would be made on a purely voluntary basis, but committee members expressed confidence that stations would cooperate in wholesale fashion.

### Study Radio News

The news report committee members, under the chairmanship of Jack Krueger, WTMJ Milwaukee, devoted themselves chiefly to considering ways to interest station news staffs in contributing to the AP radio news report, giving it more detailed local and regional news coverage. The group adopted a resolution commending the monthly awards for stations making outstanding contributions to the radio news report and established by a half-dozen state groups and urged others to adopt similar plans. The committee also asked AP to prepare an instruction sheet on what news is

**GATHERED around the AP conference table, discussing ways of improving news programming, are these members of the AP programming committee: (top row, l to r) Howard Pill, WSFA Montgomery, Ala.; Burl Ely, administrative assistant, AP New York; Lester Lindow, WFDF Flint; Oliver Gramling, assistant general manager, AP New York; Charles Crabtree, KWIK Pocatello, Idaho, and Donald D. Davis, WHB Kansas City. Seated (l to r): Les Mawhinney, KHJ Los Angeles; Dan Kops, WAVZ New Haven, Conn.; Jack Kreuger, WTMJ Milwaukee, and John A. Aspinwall, AP general radio news editor, New York. The meeting was held last week in New York.**

# BIG MIKE... THE FOOD PROCESSOR

Photo Courtesy Cudahy Packing Co.

The world's largest butter center and second ranking U. S. processing region . . . that's the area served by Big Mike . . . with Omaha as the center. Omaha's largest industry is food processing which accounts for 70% of the value of the city's manufactured products and employs 50% of the people engaged in manufacturing. In the Nebraska food processing field, the meat packing industry is the largest operation in dollar volume . . . with poultry, milk products, frozen foods, cereals and flour coming in for their share.

Food processing is BIG BUSINESS in the Nebraska area and helps to make it one of the richest areas in the land. Big Mike holds the key to this top market and will be glad to assist in your sales efforts. Call Free & Peters for details . . . or check with General Manager, Harry Burke.

Big Mike is the physical trademark of KFAB—
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION

1110 KC.

KFAB

50,000 WATTS OMAHA CBS RADIO

"HE'S

**REPRESENTING LEADING TELEVISION STATIONS:**

| | | | |
|---|---|---|---|
| WCSC-TV | Channel | 5 | CHARLESTON, S. C. |
| WIS-TV | Channel | 10 | COLUMBIA, S. C. |
| WOC-TV | Channel | 5 | DAVENPORT |
| KBTV | Channel | 9 | DENVER |
| WDAY-TV | Channel | 6 | FARGO |
| WBAP-TV | Channel | 5 | FORT WORTH--DALLAS |
| KGMB-TV | Channel | 9 | HONOLULU |
| KMBC-TV | Channel | 9 | KANSAS CITY |
| WAVE-TV | Channel | 3 | LOUISVILLE |
| WTVJ | Channel | 4 | MIAMI |
| WCCO-TV | Channel | 4 | MINNEAPOLIS—ST. PAUL |
| WPIX | Channel | 11 | NEW YORK |
| KSD-TV | Channel | 5 | ST. LOUIS |
| KRON-TV | Channel | 4 | SAN FRANCISCO |

FREE&

*Pione Sta*

# IE'S A PIONEER WHO KEEPS ON HUNTING FOR BUSINESS!"

During all the many years we've been in this business, we've been aware that there are two kinds of media salesmen. First, those who work hard *only* while they're hungry. Second, those who keep on working and succeeding because they have a built-in yearning for the action, the *achievement* that creative salesmanship brings, even after a square meal.

Here at Free & Peters, we pride ourselves that we're in the latter group. We have built our organization completely around that kind of people. We drive ourselves as hard today as we did in 1932, because that sort of effort, to us, represents the truly "good life"...

"When you want a thing well done, go to a busy man." For one thing, he above anybody else will know that the way to *keep* busy is to give you the kind of service that brings you back for more — and more — and more.

# E& PETERS, INC.

*Pione Station Representatives Since 1932*

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

XUM

desired and how it should be reported.

Howard Pill, general manager, WSFA Montgomery, Ala., pointed out that "some of us older ones in the radio field got our training on newspapers and understand the importance of sharing local and regional news through AP. But too many of our news staffs are youngsters who came straight into radio. We can't blame them for not seeing the value of exchanging news, that the items they rip off the printer got there largely through out-and-out AP membership cooperation."

### Committee Will Coordinate

Mr. Mawhinney said that the executive committee of APRMA will coordinate the work of the two committees at a fall meeting.

Programming committee members are: Daniel W. Kops, WAVZ New Haven, chairman; Richard Mason, WPTF Raleigh; Lester Lindow, WFDF Flint; Donald Davis, WHB Kansas City; Howard Pill, WSFA Montgomery; Charles Crabtree, KWIK Pocatello; H Quenton Cox, KGW Portland, Ore.

News report committee members are: Jack Krueger, WTMJ Milwaukee, chairman; James A. Byron, WBAP Fort Worth; Maynard Dillaber, WMVA Martinsville, Va.; Robert Grant, KRNR Roseburg, Ore.; Ralph Knox, WHEC Rochester; Paul W. White, KFMB San Diego; Jack White, WJR Detroit.

AP was represented at the meetings by Frank J. Starzel, general manager; Oliver Gramling, assistant general manager; Paul R. Mickelson, general news editor; John Aspinwall, radio news editor; Andrew C. Lang, day radio news supervisor; James Wessell, night radio news supervisor; Al Stine and Tom Cunningham, executive representatives; Burl Ely, administrative assistant.

## WWDC-FM, PEOPLES BEGIN 'DRUGCASTS'

POINT-OF-SALE FM radio will be applied to the drug store field in an agreement signed last week between WWDC-FM Washington and Peoples Drug Stores, a 75-store chain in the Greater Washington area.

"Drugcasting," as described by Ben Strouse, vice president-general manager of WWDC Inc., and Clayton R. Sanders, advertising director of Peoples, will feature instrumental music aired over FM receivers in the 75 drug stores and to WWDC-FM's home audience. The plan, which begins Oct. 1, is tailored specifically for drug and allied accounts which wish to increase sales through home FM radio and point-of-sale broadcasts in the 75 drugstores.

Messrs. Strouse and Sanders believe "drugcasting" is the first instance in which point-of-sale broadcasting will be applied to the drug field. Commercials will be aired on a rotating basis during store hours, they said.

Along with commercials, drug advertisers will receive prominent window displays of their products in Peoples Drug Store windows for two weeks of each month except for December, the announcement said.

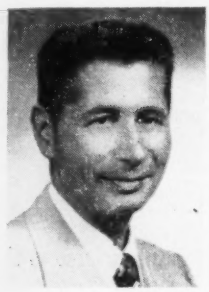
The WWDC-Peoples "drugcasting" offers either of two advertising schedules. Plan No. 1 is an all-inclusive schedule of spot announcements on WWDC-AM plus "drugcasting" announcements on WWDC-FM and the 75 Peoples Drug Stores. Plan No. 2 covers commercials on WWDC-FM and the 75 stores only, Messrs. Strouse and Sanders said.

"Drugcasting" is represented nationally by John Blair & Co. and in Washington is represented by WWDC Inc.

## Jadassohn Quits SESAC; No Successor Announced

**Mr. Jadassohn leaves the post of vice president and general manager. His future plans are not yet set. At SESAC, he handled negotiations with national networks.**

KURT A. JADASSOHN has resigned as vice president and general manager of SESAC, effective today (Monday), ending an association of more than 20 years dating to the organization's founding. He will spend several months on his model farm in Monmouth County, N. J., before deciding his future business plans. No successor has been announced.



Mr. Jadassohn

Member of a musical family, Mr. Jadassohn began his career in Vienna with the music firm of L. Doblinger, publishers of the "Merry Widow" and other famous Vienese waltzes. After serving as assistant manager of a light opera company touring South America, he joined Shapiro Bernstein Co., New York music publishers, in 1925. Three years later he was named manager of the orchestra department of Associated Music Publishers, which since has merged with BMI. Subsequently he worked in the music departments of NBC and WOR New York.

At SESAC, Mr. Jadassohn for many years has handled all negotiations with the national networks and signed many major stations to SESAC contracts. He personally supervised production of the SESAC transcribed library. He also traveled throughout this country and abroad, putting under contract the 257 music publishers' catalogs comprising the SESAC repertory.

## Macklin Marrow Dies; Was M-G-M Music Director

FUNERAL services were held last Tuesday for Macklin Marrow, 53, music director of M-G-M Records division of Loew's Inc. and composer-conductor for New York City's WNYC Concert Orchestra. Mr. Marrow died Aug. 8 after a long illness.

## Jewell Productions Formed

FORMATION of Jewell Productions, a radio-TV-motion picture packaging agency to service Detroit advertising agencies, has been announced by James Jewell, TV technical director at WWJ-TV Detroit.

## Mid America Announced

MID AMERICA Programming Service has been formed in Columbus, Ohio, for production of multi-voice and special-effect spots and syndicated material in the food, dairy and small loans fields. Custom and syndicated material will be supplied agencies, sponsors and stations.



## 'People Are Funny' Tops Nielsen AM for July 5-11

CBS' *People Are Funny* was the top evening once-a-week radio network show in homes reached for the week of July 5-11, according to the A. C. Nielsen Co. national ratings. The Nielsen listings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
JULY 5-11, 1953
NIELSEN-RATING*

| Rank | Program | Homes Reached (000) |
|---|---|---|
| Evening, Once-a-Week | (Average for All Programs) | (1,298) |
| 1 | People Are Funny (CBS) | 2,417 |
| 2 | Mr. and Mrs. North (CBS) | 2,238 |
| 3 | Railroad Hour (NBC) | 2,059 |
| 4 | Dr. Christian (CBS) | 2,014 |
| 5 | Yours Truly, Johnny Dollar (CBS) | 2,014 |
| 6 | Gene Autry Show (CBS) | 1,969 |
| 7 | Arthur Godfrey's Scouts (CBS) | 1,880 |
| 8 | My Little Margie (CBS) | 1,701 |
| 9 | General Electric Playhouse (CBS) | 1,701 |
| 10 | FBI in Peace and War (CBS) | 1,656 |
| Evening, Multi-Weekly | (Average for All Programs) | (895) |
| 1 | One Man's Family (NBC) | 1,701 |
| 2 | News of the World (NBC) | 1,522 |
| 3 | Lone Ranger (ABC) | 1,119 |
| Weekday | (Average for All Programs) | (1,298) |
| 1 | Romance of Helen Trent (CBS) | 2,506 |
| 2 | Our Gal Sunday (CBS) | 2,462 |
| 3 | Ma Perkins (CBS) | 2,148 |
| 4 | Guiding Light (CBS) | 2,104 |
| 5 | Wendy Warren and the News (CBS) | 2,059 |
| 6 | Arthur Godfrey (Nabisco) (CBS) | 2,014 |
| 7 | This Is Nora Drake (Seeman) (CBS) | 1,969 |
| 8 | Aunt Jenny (CBS) | 1,925 |
| 9 | Arthur Godfrey (Liggett & Myers) (CBS) | 1,925 |
| 10 | Road of Life (CBS) | 1,925 |
| Day, Sunday | (Average for All Programs) | (716) |
| 1 | True Detective Mysteries (MBS) | 1,925 |
| 2 | World Music Festivals (CBS) | 1,298 |
| 3 | Sunday Gatherin' (8:30) (CBS) | 1,074 |
| Day, Saturday | (Average for All Programs) | (1,164) |
| 1 | Theatre of Today (CBS) | 2,104 |
| 2 | Stars Over Hollywood (CBS) | 2,014 |
| 3 | Fun for All (CBS) | 1,701 |

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.

Copyright 1953 by A. C. Nielsen Co.

## Dr. Whan, Researcher, Joins Kansas State

DR. FOREST L. WHAN, formerly of the U. of Wichita, has joined the faculty of Kansas State College as professor of speech and radio. He will serve as a member of the college's committee on radio and television policy.

For more than a decade Dr. Whan has been nationally known in the radio research field for his continuing analyses of audience characteristics in several midwestern areas. He had conducted surveys for a number of stations and groups. At Kansas State he will have charge of student training in radio, television and audience research.

## San Diego Tally Reissued

C. E. HOOPER Inc. has recalled its report of a special TV survey covering San Diego viewing in evening hours for the week of July 6-12. In its place subscribers have been sent the standard TV Hooperating Report for the week June 26-July 2. The "special" report, due to what Hooper termed "obviously inaccurate, probably dishonest interviewer work," showed XETV (TV) Tijuana having 5.3% of the total TV audience between 6 and 8 p.m., Sunday-Friday, in contrast to the 25.9% shown by the "complete" report.

now.. 10 out of

every 100 televiewers

are in areas

reached by

Westinghouse TV Stations!

With only *two* of the nation's 200 TV stations, you can do a tremendously effective selling job! Check NBC Spot Sales for availabilities that will bring *results* in these two key markets.

**WBZ-TV**
**BOSTON**
Channel 4

**WPTZ**
**PHILADELPHIA**
Channel 3

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives: for TV, NBC Spot Sales; for radio, Free & Peters

# at WCAN-TV, the EYES have it!

## EXPERIENCED EYES, of course.

Eyes that can LOOK at the Milwaukee market (*America's* 13th largest) and SEE how to sell it for you.

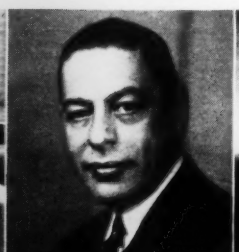
Eyes WIDE-OPEN and AWAKE to program and production know-how. Eyes that can RECOGNIZE the best way to give your product *eye*-appeal and *buy*-appeal and do it for *less*.

At **WCAN-TV** *all the eyes are experienced.* And the men behind them would like to show you what they can do. So *look* at these eyes and *see* the TV experience they offer.

*Then you'll know why*
**WCAN-TV** is catching the 👁 in Milwaukee.

**LOU POLLER**
*General Manager*
WCAN-TV

A veteran radio station owner and manager for 30 years with successful operations at WPWA Chester, Pa., WARL, Arlington, Va., WCAN-TV, Milwaukee.



**ALEX ROSENMAN**
*New York Business Mgr.*
WCAN-TV

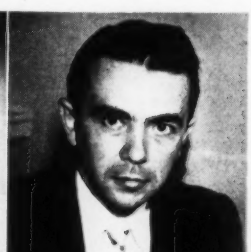
Vice President in charge of sales at WCAU, Philadelphia with 25 years sales experience. Also helped to organize Official Films. General Manager of WCAN before going to New York.

**ELMER F. JASPAN**
*Assistant General Mgr.*
WCAN-TV

As top producer-director for WPTZ, Philadelphia for 5 years, he produced and directed many network shows.

**BUDDE MARINO**
*Producer-Director*
WCAN-TV

Formerly assistant director on NBC-TV and stage manager for Martin Kane, All Star Review and Kate Smith Hour.



**DEAN McCARTHY**
*Producer-Director*
WCAN-TV

A sports specialist with extensive radio, TV and Newspaper experience. Also director of TV for National Council of Catholic Men.

**WCAN-TV**

**channel 25 Milwaukee**

WCAN-TV is catching the 👁 in Milwaukee

represented nationally by O. L. Taylor and Co.

# TELESTATUS

## Weekly TV Set Summary— Aug. 17, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

| City | Outlets on Air | Sets in Station Area vhf | uhf |
|---|---|---|---|
| **ALABAMA** | | | |
| Birmingham | WAFM-TV, WBRC-TV | 161,000 | ..... |
| Mobile | WALA-TV | 32,360 | ..... |
| | WKAB-TV | ..... | 24,500 |
| Montgomery | WCOV-TV | ..... | 11,100 |
| **ARIZONA** | | | |
| Mesa | KTYL-TV | 71,500 | ..... |
| Phoenix | KPHO-TV | 71,500 | ..... |
| Tucson | KOPO-TV | 12,400 | ..... |
| **ARKANSAS** | | | |
| Fort Smith | KFSA-TV | ..... | ..... |
| Little Rock | KRTV | ..... | 30,000 |
| **CALIFORNIA** | | | |
| Bakersfield | KAFY-TV | ..... | ..... |
| Fresno | KMJ-TV | ..... | 33,350 |
| Los Angeles | KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV | 1,613,249 | ..... |
| San Diego | KFMB-TV | 184,700 | ..... |
| San Francisco | KGO-TV, KPIX, KRON-TV | 688,860 | ..... |
| San Luis Obispo | KVEC-TV | ..... | ..... |
| Santa Barbara | KEYT | 371,332 | ..... |
| **COLORADO** | | | |
| Colorado Springs | KKTV | 23,123 | ..... |
| Denver | KBTV, KFEL-TV | 158,350 | ..... |
| Pueblo | KCSJ-TV | 30,000 | ..... |
| | KDZA-TV | 23,000 | ..... |
| **CONNECTICUT** | | | |
| Bridgeport | WICC-TV | ..... | 11,031 |
| New Britain | WKNB-TV | ..... | 72,024 |
| New Haven | WNHC-TV | 370,000 | ..... |
| **DELAWARE** | | | |
| Wilmington | WDEL-TV | 141,662 | ..... |
| **DISTRICT OF COLUMBIA** | | | |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 467,000 | ..... |
| **FLORIDA** | | | |
| Ft. Lauderdale | WFTL-TV | ..... | ..... |
| Jacksonville | WMBR-TV | 131,560 | ..... |
| Miami | WTVJ | 181,000 | ..... |
| St. Petersburg | WSUN-TV | ..... | ..... |
| **GEORGIA** | | | |
| Atlanta | WAGA-TV, WSB-TV, WLWA | 330,000 | ..... |
| Rome | WROM-TV | 75,500 | ..... |
| **HAWAII** | | | |
| Honolulu | KGMB-TV, KONA | 23,500 | ..... |
| **IDAHO** | | | |
| Boise | KIDO-TV | ..... | ..... |
| Nampa | KFXD-TV | ..... | ..... |
| **ILLINOIS** | | | |
| Belleville | WTVI | ..... | 100,000 |
| Chicago | WBBM-TV, WENR-TV, WGN-TV, WNBQ | 1,575,000 | ..... |
| Decatur | WTVP | ..... | ..... |
| Peoria | WEEK-TV | ..... | 81,748 |
| Rockford | WTVO | ..... | 42,000 |
| Rock Island | WHBF-TV | 212,000 | ..... |
| **INDIANA** | | | |
| Bloomington | WTTV | 237,315 | ..... |
| Indianapolis | WFBM-TV | 365,000 | ..... |
| Lafayette | WFAM-TV | ..... | 15,500 |
| Muncie | WLBC-TV | ..... | 28,150 |
| South Bend | WSBT-TV | ..... | 66,023 |
| **IOWA** | | | |
| Ames | WOI-TV | 139,807 | ..... |
| Davenport | WOC-TV | 215,000 | ..... |
| Sioux City | KVTV | 53,114 | ..... |
| **KANSAS** | | | |
| Hutchinson | KTVH | 33,735 | ..... |
| Wichita | KEDD | ..... | ..... |
| **KENTUCKY** | | | |
| Louisville | WAVE-TV | 286,695 | ..... |
| | WHAS-TV | 205,544 | ..... |
| **LOUISIANA** | | | |
| Baton Rouge | WAFB-TV | ..... | 18,000 |
| New Orleans | WDSU-TV | 192,697 | ..... |
| **MAINE** | | | |
| Bangor | WABI-TV | 31,500 | ..... |
| **MARYLAND** | | | |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 486,913 | ..... |
| **MASSACHUSETTS** | | | |
| Boston | WBZ-TV, WNAC-TV | 1,069,414 | ..... |
| Springfield | WHYN-TV, WWLP | ..... | 55,000 |
| **MEXICO** | | | |
| Matamoros (Brownsville, Tex.) | XELD-TV | 31,200 | ..... |
| Tijuana (San Diego, Calif.) | XETV | 208,925 | ..... |
| **MICHIGAN** | | | |
| Ann Arbor | WPAG-TV | ..... | 9,200 |
| Battle Creek | WBKZ-TV | ..... | 55,924 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 1,001,000 | ..... |
| Grand Rapids | WOOD-TV | 254,201 | ..... |
| Kalamazoo | WKZO-TV | 304,615 | ..... |
| Lansing | WJIM-TV | 224,000 | ..... |
| Saginaw | WKNX-TV | ..... | 35,700 |
| **MINNESOTA** | | | |
| Duluth | WFTV | ..... | 23,070 |
| Minneapolis | WCCO-TV | 388,500 | ..... |
| St. Paul | KSTP-TV | 371,000 | ..... |
| Rochester | KROC-TV | 38,500 | ..... |
| **MISSISSIPPI** | | | |
| Jackson | WJTV | ..... | 19,206 |
| **MISSOURI** | | | |
| Kansas City | WDAF-TV, KMBC-TV, WHB-TV | 300,658 | ..... |
| | KCTY | ..... | 45,145 |
| St. Louis | KSD-TV | 526,000 | ..... |
| Springfield | KTTS-TV | 22,832 | ..... |
| **NEBRASKA** | | | |
| Lincoln | KFOR-TV, KOLN-TV | 60,000 | ..... |
| Omaha | KMTV, WOW-TV | 192,825 | ..... |
| **NEVADA** | | | |
| Las Vegas | KLAS-TV | ..... | ..... |
| **NEW JERSEY** | | | |
| Atlantic City | WFPG-TV | ..... | 12,945 |
| Newark | WATV | 3,520,000 | ..... |
| **NEW MEXICO** | | | |
| Albuquerque | KOB-TV | 27,134 | ..... |
| Roswell | KSWS-TV | 7,000 | ..... |
| **NEW YORK** | | | |
| Binghamton | WNBF-TV | 149,909 | ..... |
| Buffalo | WBEN-TV | 533,306 | ..... |
| Elmira | WTVE | ..... | 6,386 |
| New York | WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX | 3,550,000 | ..... |
| Rochester | WHAM-TV | 190,000 | ..... |
| Schenectady | WRGB | 274,000 | ..... |
| Syracuse | WHEN, WSYR-TV | 220,822 | ..... |
| Utica | WKTV | 120,000 | ..... |
| **NORTH CAROLINA** | | | |
| Asheville | WISE-TV | ..... | ..... |
| Charlotte | WBTV | 333,538 | ..... |
| Greensboro | WFMY-TV | 174,305 | ..... |
| Raleigh | WNAO-TV | ..... | 16,400 |
| **NORTH DAKOTA** | | | |
| Fargo | WDAY-TV | ..... | ..... |
| Minot | KCJB-TV | 7,004 | ..... |
| **OHIO** | | | |
| Akron | WAKR-TV | ..... | 26,121 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 430,000 | ..... |
| Cleveland | WEWS, WNBK, WXEL | 777,751 | ..... |
| Columbus | WBNS-TV, WLWC, WTVN | 306,950 | ..... |
| Dayton | WHIO-TV, WLWD | 278,000 | ..... |
| Lima | WLOK-TV | ..... | 10,397 |
| Toledo | WSPD-TV | 228,000 | ..... |
| Youngstown | WFMJ-TV, WKBN-TV | ..... | 51,500 |
| Zanesville | WHIZ-TV | ..... | 8,000 |
| **OKLAHOMA** | | | |
| Lawton | KSWO-TV | 30,587 | ..... |
| Okla. City | WKY-TV | 217,923 | ..... |
| Tulsa | KOTV | 145,600 | ..... |


FACTS and FIGURES

63,000 NEW RESIDENTS MOVED TO GREATER MIAMI LAST YEAR.

You can reach this expanding market of 825,000 permanent year 'round residents best through WTVJ.

Get more facts and figures from your Free and Peters Colonel.

WTVJ CHANNEL 4 MIAMI

Now under construction — 1000 ft. antenna — 100,000 watts

# K-"DUB"-TV
## LUBBOCK, TEXAS
### the station with

### the LOCAL TOUCH

CBS TELEVISION NETWORK

### AND AN EYE FOR THE AUDIENCE

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channeled 13 . . . . ask your Avery-Knodel man.

W. D. "Dub" ROGERS
president

MIKE SHAPIRO
asst. mgr., director of sales

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

SALES HUB OF THE SOUTH PLAINS MARKET · KDUB TV · LUBBOCK, TEXAS CHANNEL 13 ·

AFFILIATES: CBS DUMONT PARAMOUNT


## FACTS & FIGURES

| City | Outlets on Air | Sets in Station Area vhf | uhf |
|---|---|---|---|
| **OREGON** | | | |
| Medford | KBES-TV | ..... | ..... |
| Portland | KPTV | ..... | 104,528 |
| **PENNSYLVANIA** | | | |
| Altoona | WFBG-TV | 182,597 | ..... |
| Bethlehem | WLEV-TV | ..... | 31,636 |
| Easton | WGLV | ..... | ..... |
| Erie | WICU | 196,760 | ..... |
| Harrisburg | WHP-TV, WTPA | ..... | 66,400 |
| Johnstown | WJAC-TV | 669,821 | ..... |
| Lancaster | WGAL-TV | 230,853 | ..... |
| New Castle | WKST-TV | ..... | 42,391 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 1,263,000 | ..... |
| Pittsburgh | WDTV | 683,000 | ..... |
| | WKJF-TV | ..... | ..... |
| Reading | WEEU-TV | ..... | ..... |
| | WHUM-TV | ..... | 100,000 |
| Scranton | WGBI-TV, WTVU | ..... | 50,000 |
| Wilkes-Barre | WBRE-TV | ..... | 96,628 |
| York | WSBA-TV | ..... | 61,330 |
| **RHODE ISLAND** | | | |
| Providence | WJAR-TV | 1,043,320 | ..... |
| **SOUTH CAROLINA** | | | |
| Charleston | WCSC-TV | 25,000 | ..... |
| Columbia | WCOS-TV | ..... | 31,500 |
| Greenville | WGVL | ..... | 28,183 |
| **SOUTH DAKOTA** | | | |
| Sioux Falls | KELO-TV | 34,268 | ..... |
| **TENNESSEE** | | | |
| Memphis | WMCT | 215,163 | ..... |
| Nashville | WSM-TV | 120,505 | ..... |
| **TEXAS** | | | |
| Amarillo | KFDA-TV, KGNC-TV | 28,076 | ..... |
| Austin | KTBC-TV | 41,850 | ..... |
| Dallas | KRLD-TV, WFAA-TV | 295,000 | ..... |
| El Paso | KROD-TV, KTSM-TV | 27,065 | ..... |
| Ft. Worth | WBAP-TV | 261,851 | ..... |
| Galveston | KGUL-TV | 235,000 | ..... |
| Houston | KPRC-TV, KUHT* | 261,500 | ..... |
| Lubbock | KCBD-TV, KDUB-TV | 30,032 | ..... |
| San Angelo | KTXL-TV | ..... | ..... |
| San Antonio | KEYL, WOAI-TV | 150,937 | ..... |
| Wichita Falls | KFDX-TV, KWFT-TV | 37,500 | ..... |
| **UTAH** | | | |
| Salt Lake City | KDYL-TV | 127,200 | ..... |
| | KSL-TV | 129,700 | ..... |
| **VIRGINIA** | | | |
| Lynchburg | WLVA-TV | 73,154 | ..... |
| Norfolk | WTAR-TV | 192,680 | ..... |
| Richmond | WTVR | 172,467 | ..... |
| Roanoke | WSLS-TV | 87,000 | ..... |
| **WASHINGTON** | | | |
| Bellingham | KVOS-TV | 25,000 | ..... |
| Seattle | KING-TV | 275,600 | ..... |
| Spokane | KHQ-TV, KXLY-TV | 34,395 | ..... |
| Tacoma | KMO-TV, KTNT-TV | 271,000 | ..... |
| Yakima | KIMA-TV | ..... | 2,500 |
| **WEST VIRGINIA** | | | |
| Huntington | WSAZ-TV | 202,437 | ..... |
| **WISCONSIN** | | | |
| Green Bay | WBAY-TV | 58,886 | ..... |
| Madison | WKOW-TV | ..... | ..... |
| | WMTV | ..... | 10,000 |
| Milwaukee | WTMJ-TV | 441,642 | ..... |
| Oshkosh | WOSH-TV | ..... | 4,000 |

Total Stations in Air 219*
Total Cities with Stations on Air 154*
Total Sets in Use 26,274,403
* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

## Daytime Serials Popular

DAYTIME SERIALS continue to attract listeners in large numbers and at low cost, A. C. Nielsen Co. reports. Average serial drama first week of May had a Nielsen Rating of 4.7 (2,104,000 homes), same as the average for evening dramatic shows and slightly above the 4.5 rating of mysteries. Cost-per-thousand homes reached for serials ranged from $1.53 to $3.13, averaging $2.13, lowest for any program type, according to Nielsen figures.

## Researchers Study Censuses

RESEARCH Co. of America has invited leading market research men to a dutch treat lunch in New York on Sept. 10 "to determine the next and best steps to encourage congressional appropriations in the early weeks of 1954 for proper operation of the censuses of business, manufacture and agriculture and to plan a permanent program of dramatizations of census values and indoctrination of congressmen and others with regard to those factors."

## Direct Mail Ads Gain Some 7%

ESTIMATED DOLLAR volume of direct mail advertising used by American business during the first six months of 1953 was $616,341,554, the Direct Mail Advertising Assn. disclosed last fortnight. This was said to represent a gain of nearly 7% over the first six months of 1952.

## Nielsen Subscribers Increase

NEW NIELSEN radio-TV service subscribers, company reports, include N. W. Ayer & Son, BBDO and Quaker Oats Co. for complete NTI; Grant Advertising for NTI ratings; Ward Wheelock, Dan B. Miner and more than 40 AM and TV stations for NCS.

## ARB to Cover 35 Cities

AMERICAN Research Bureau Inc., Washington marketing research firm, will begin immediately to cover 35 "leading metropolitan areas" regularly with its television audience surveys, James W. Seiler, ARB director, said last week. Of the reports 15 will be monthly, he said, adding that ARB expects to be covering 60 cities by March 1954. The current 35-report package is available for $275 monthly, he said.

## Nielsen Opens S. F. Office

A. C. Nielsen Co., market research organization, has opened a new radio-TV sales service office in San Francisco. Joseph R. Matthews was appointed western manager of NRI-NTI Sales & Service. The office is located at 100 Bush St.

# Sails into St. Louis Sales Battle

**At long last, St. Louis televiewers can make their OWN choice of television programs. With the advent of television's "Big Mo", KSTM-TV, the captive St. Louis audience has been released. With a full power of 275,000 watts, ABC and CBS network programs and refreshing, entertaining local shows, KSTM-TV is already a favorite in the St. Louis area.**

**To adequately cover the country's eighth market, you must have "Big Mo" to fight and win your sales battles. For facts, figures and choice availabilities, contact KSTM-TV . . . now . . . or**

**H-R TELEVISION INC.** NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

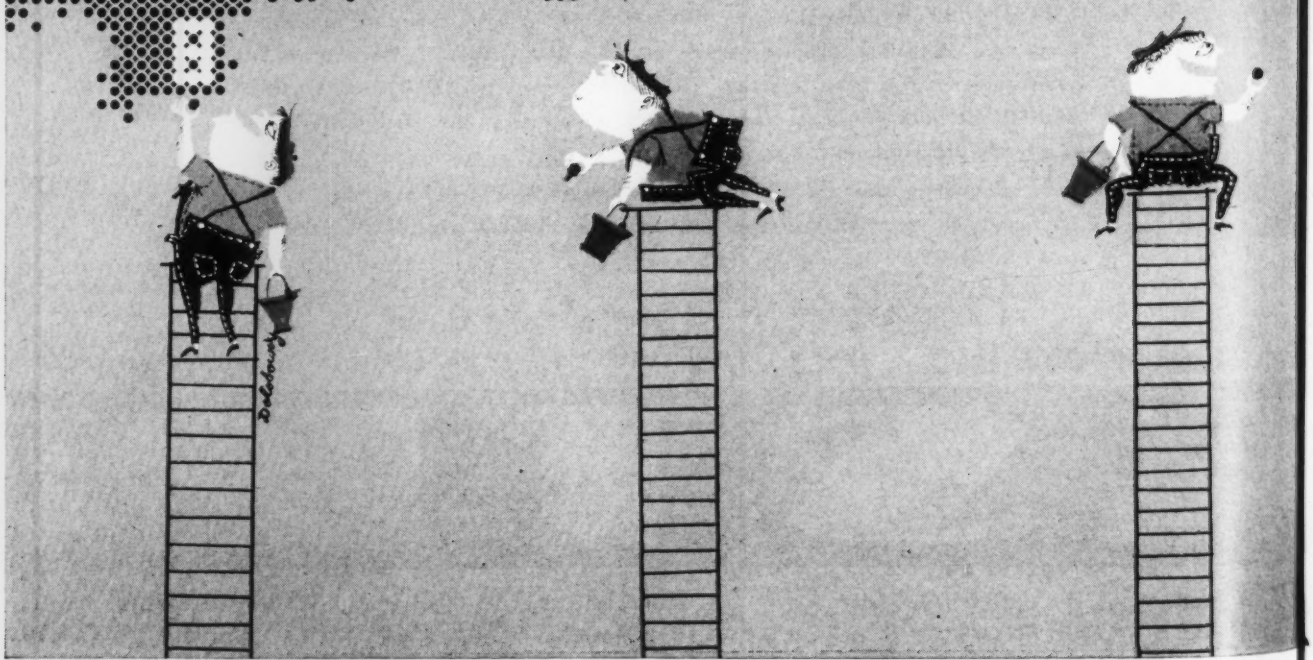
# KSTM TV

**275,000 watts** ST. LOUIS **William E. Ware, President**

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

# —NBC IS AMERICA'S

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS



# NO. 1 NETWORK—

## 7

# NBC programs rate highest in 71% of evening time periods

NBC programs reach the largest audiences in television... And in the evening when all four networks are most competitive, NBC's lead is especially impressive.

Of the 84 weekly quarter-hour evening periods (7:30-10:30 P. M.),* *NBC rates highest in 60 periods, or 71% of the time;* and the No. 2 network in 20 periods, or only 24% of the time.

*Here's how the networks rank by time periods:*

| NUMBER OF EVENING QUARTER-HOUR LEADS | | | | |
|---|---|---|---|---|
| **NBC** | NETWORK #2 | NETWORK #3 | NETWORK #4 | TOTAL |
| **60** | 20 | 4 | 0 | 84 |

In ratings by time periods, as in every other measure of audience size, the results are the same... **NBC is America's No. 1 Network.**

Next week... further proof.

***NBC's Audience Advantage is to Your Advantage... Use It.***

NBC TELEVISION

*a service of Radio Corporation of America*

**SOURCES:** *Nielsen Television Index, January-April, 1953*

**NOTE:** *The accuracy of the above data has been verified by the A. C. Nielsen Company*

**All evening option time periods on NBC*

## Baker Again to Head RETMA TV Committee

DR. W. R. G. BAKER, vice president of General Electric Co., has been reappointed chairman of the Television Committee of Radio-Electronics-TV Mfrs. Assn. The committee operates as the top policy group on RETMA TV matters and forms recommendations for the board of directors.

Other committee members are Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, Zenith Radio Corp.; L. F. Cramer, Crosley Division; Allen B. DuMont, Allen B. DuMont Labs; J. B. Elliott, RCA Victor Division; E. K. Foster, Bendix Radio Division; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; H. L. Hoffman, Hoffman Radio Corp.; W. A. MacDonald, Hazeltine Electronics Corp.

A. M. Freeman, RCA Victor Division, has been reappointed head of the RETMA Tax Committee.

## RETMA Tube Unit Meets

TRANSMITTER Tube Section of Radio-Electronics-TV Mfrs. Assn. will meet Aug. 20 in San Francisco, following the Aug. 18-19 session of the Joint Electronic Tube Engineering Council and coinciding with the Western Electronic Show and Convention in the city. Chairman of the tube section is Harold C. Vance, RCA Victor Div. Lt. Col. William F. Starr, of the Electronics Production Resources Agency, will speak to the section on general demand and availability of transmitting-type tubes.

## CFAC Workshop To Begin

A SERIES of radio, TV and other workshop sessions, under the auspices of the Chicago Federated Adv. Club, will begin Sept. 28. Each clinic will meet once a week for eight weeks. Students will tour stations and studios. Instruction will be on advertising, building TV shows, direction, the role of film, script-writing, programming, commercials and management. Herbert S. Laufman, Herbert S. Laufman Co., is TV clinic chairman. Howard B. Meyers, O. L. Taylor Co., station representative, will head up the radio workshop.

**FOOTE, CONE & BELDING account executives were guests at a spot radio clinic sponsored by Station Representatives Assn. at New York's Biltmore Hotel. L to r, standing, Reg Rollinson, SRA advertising relations director; F. Mitche, G. Milliken, both FC&B; Tom Campbell, Branham Co.; J. Marsicano, W. Ensign, P. Gerhold, all FC&B; John Francis (rear), Free & Peters; Ed Fillion, Robert Meeker Assoc.; Bill Morrison, F&P; Bill Reed, John Blair & Co., and G. Blake, FC&B. Seated, all FC&B, are R. I. Pardoll, W. Bambrick, A. Lowitz, A. Weil, H. Frier, H. Holt and D. Kaplan.**

## Two NARTB Meets This Week

TWO NARTB committees will hold meetings in New York this week. The Pubilc Events Committee will meet Tuesday-Wednesday at the Waldorf-Astoria. It is looking into freedom of access to radio-TV coverage of legislative, civic and other events. The Radio Standards of Practice Committee, revising the broadcast code, meets Thursday-Friday at the same hotel. The meeting dates were erroneously printed as Sept. 18-19 and 20-21 in the Aug. 10 B•T.

## NATESA Sets Convention

THE fourth annual convention of National Alliance of Television & Electronic Service Assns., will be held in Chicago Oct. 9-11, Frank J. Moch, president, has announced. Plans call for product displays and an open forum on TV maintenance and repair. Manufacturers will exhibit products at the Morrison Hotel.

## Emporium Seminar Aug. 21-22

FOURTEENTH annual summer seminar of the Emporium (Pa.) section of the Institute of Radio Engineers will be held Aug. 21-22, with "Electronic Computers" as the theme.

## RETMA Training Course Begun in New York

RECRUITING of students in New York area for first pilot training course to train TV technicians was started last week by Radio-Electronics-Television Mfrs. Assn. Course is sponsored by RETMA at New York Trade School. It is designed to improve skill and methods of TV servicemen. RETMA members have donated $80,000 in money and gear for the course, which starts in mid-September. Development of an upgrading course for TV servicemen for nationwide use is planned. Of first 250 qualified applicants, 60 will be picked for initial class. Paul B. Zbar is chief instructor.

## Johnson To Be TAB Speaker

SEN. LYNDON B. JOHNSON (D-Tex.), Senate minority leader, will be speaker at the Texas Assn. of Broadcasters meeting to be held Oct. 9 at the Baker Hotel, Mineral Wells, according to TAB President Boyd Kelley, KTRN Wichita Falls. TAB has set up an associate membership for those allied with the industry. Dues are half the full membership, or $30 per year. Four TV stations which recently joined TAB are KGUL-TV Galveston; KETX-TV Tyler; KDUB-TV Lubbock, and WBAP-TV Fort Worth.

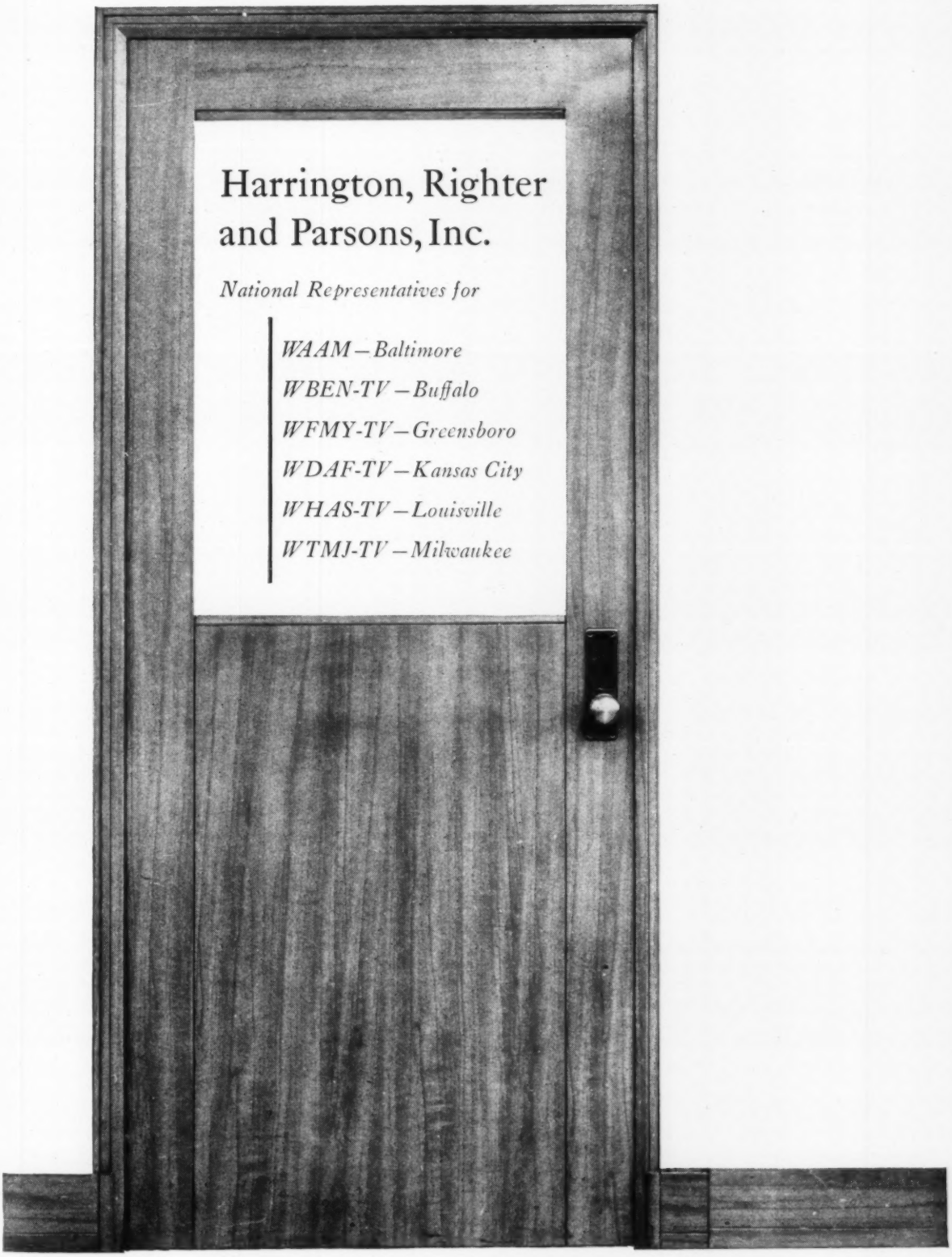
**LOS ANGELES' new mayor, Norris Paulson (2nd from l) met the Southern California Broadcasters Assn, at its July meeting. Greeting him are (l to r) Norman Ostby, vice president, Don Lee Broadcasting System and SCBA vice president; Mayor Poulson; Frank Burke Jr., manager of KFVD Los Angeles and SCBA president, and Thelma Kirchner, manager of KGFJ Los Angeles and SCBA secretary-treasurer.**

## Symposium Book Available

COPIES of "Proceedings of the 1953 Electronic Components Symposium," held early this year in Pasadena, Calif., are available at $4.50 per copy from the 1953 Electronics Components Symposium, Suite 1011, 621 South Hope St., Los Angeles 17, Calif., RETMA has announced. Book contains the full text of all the papers presented at the symposium, which was held under the auspices of RETMA, AIEE, IRE and the West Coast Electronic Mfrs. Assn.

## WSAB Sets Sales Clinic

SALES CLINIC will be held Aug. 22 in Seattle by Washington State Assn. of Broadcasters. The day-long program will include leading retailers who will tell how they plan their advertising. Bill Simpson, commercial manager of KLAN Renton, is chairman of the WSAB Sales Committee.




*ask any one of them why...*

# 'EXTENSIONS MAY BE HARD,' FCC WARNS TV GRANTEES

**The Commission will not be inclined to approve extension of the eight-month construction period originally granted to permittees unless they can prove true 'diligence,' say FCC spokesmen.**

TELEVISION permittees who have shown little progress during the construction period allowed in their original grants will not find FCC inclined to approve their extension bids unless they can prove true "diligence," Commission spokesmen have advised.

In the coming weeks, more and more of the post-thaw grantees must make their accounting to FCC. And the Commission is expecting them.

Some 50 new permittees have won extensions since March of this year. But eight others have not been so fortunate.

Extension applications for six of these eight stations still pend before the Commission and all eight received McFarland letters in which FCC "advised" that their request "cannot be granted on the basis of present information" [CLOSED CIRCUIT, Aug. 10].

The other two subsequently have surrendered their permits rather than fight for extension. These are KTVW (TV) Wichita Falls, Tex. (uhf Ch. 22), and WKMI-TV Kalamazoo, Mich. (uhf Ch. 36).

Under the McFarland procedure, FCC has given these stations 30 days in which to reply and submit more detailed reasons for their delays in building the new TV facilities. Several such replies already are being studied by the Commission's staff and recommendations soon should be made to the Commission as to action, it was learned last week.

### Chief Alternatives

FCC has two principal alternatives in these cases. It could find the additional explanation from such permittee sufficient and grant the extension of construction deadline without further procedure. Or, it could find the explanation of delay insufficient, in which case the permittee's extension application would be designated for formal hearing before an FCC hearing examiner.

The first McFarland letter to a permittee concerning its extension application, according to FCC records, was sent in June to KIRV (TV) Denver, uhf Ch. 20 outlet authorized Sept. 18, 1952, to locally-owned Mountain States TV Co. KIRV's commencement target date is listed as "unknown" in the B•T target date list (see page 122).

Also in June, FCC sent a similar notice to KITO-TV San Bernardino, Calif., uhf Ch. 18 station authorized last Nov. 6 to KITO Inc. The station has reported its target date for this month.

The Commission withheld action on five extension requests in July and sent the respective stations McFarland letters for further explanation. These included: KTVW (TV) Wichita Falls, Tex., White TV Co., uhf Ch. 22 granted Nov. 6 (subsequently surrendered); WKMI-TV Kalamazoo, Mich., Howard D. Steere (WGFG), uhf Ch. 36 granted Nov. 26 (also surrendered); KTVR (TV) Galveston, Tex., Rudman TV Co., uhf Ch. 41 granted Nov. 20; WRAK-TV Williamsport, Pa., WRAK Inc., uhf Ch. 36 granted Nov. 13; and WEOK-TV Poughkeepsie, N. Y., Mid-Hudson Broadcasters Inc., uhf Ch. 21 granted Nov. 26.

KTVR lists late summer or early fall for its commencement date estimate while WEOK-TV specifies December. WRAK-TV lists "unknown."

Last week, FCC notified KCNA-TV Tucson, Ariz., vhf Ch. 9 outlet authorized Dec. 18 to Catalina Broadcasting Co., that additional information is necessary concerning its extension bid. KCNA-AM-TV is now controlled by fiction writer Erskine Caldwell following FCC approval of a transfer several weeks ago [B•T, July 6]. KCNA-TV lists this fall as expected starting date.

FCC expects an increasing number of the post-thaw grantees to file extension applications. The reason for this is that the TV construction permit allows eight months—two months to get started and six to build—in which the station must be completed, and, it was just about eight months ago when FCC was beginning to turn out grants in large numbers.

"From about here on, for a couple of months, we should be getting more and more extension bids," one Commission staff member observed. He noted that on the basis of the present totals, about one out of six will require further investigation and possible hearing.

Asked for general FCC policy on handling of extension bids, he recalled the precedent of the pre-freeze case of WJAX-TV Jacksonville, Fla., whose initial extension request was set for hearing. City-owned WJAX-TV, permittee for vhf Ch. 2, failed to commence construction or order equipment because of municipal problems over the TV financing. Although the hearing examiner recommended a grant of extension, the Commission majority (two dissenting) favored denial, an action later upheld by the U. S. Court of Appeals for the District of Columbia.

The majority found that "these purported financial difficulties cannot be regarded as adequate reasons for failing to complete construction within the time limit of the original grant."

WJAX presently is one of several applicants for Jacksonville's vhf Ch. 12, the others being WPDQ there and Florida-Georgia TV Co.

The Commission spokesman, on the basis

# ATI READY TO OPPOSE NTSC COLOR BID

**Report is that American Television Inc. would ask FCC for a public hearing before NTSC specifications can be adopted. ATI wants colorcasting limited to New York and other 'populous areas' until the rest of the industry . . . can catch up with RCA and CBS.**

FIRST hint of objections to the color TV standards proposed by the National Television System Committee has come from Chicago where it was learned last week that U. A. Sanabria's American Television Inc. was preparing to file in opposition.

It was understood that ATI would ask for a public hearing before the Commission adopts the specifications recommended by NTSC and seconded by the following major companies: RCA-NBC, GE, Philco, Motorola, Sylvania, CBS and Hazeltine.

The opposing petition—only one known thus far—is being drawn by Harvey Levinson, Chicago attorney representing ATI. Mr. Levinson told B•T that "eight other TV manufacturers" would join in the objections, but declined to identify them.

The FCC two weeks ago issued a Notice of Proposed Rule-Making which proposed to establish the NTSC compatible color signal specifications as standards (for full text, see FOR THE RECORD, page 124). It called for comments by Sept. 8 and counter comments by Sept. 23. No pleadings were filed last week.

### First to New York

American Television wants the Commission to limit colorcasting at first to New York and other "populous" areas "until the rest of the industry can obtain the know-how and technological information necessary to catch up with RCA and CBS."

ATI's position is that both RCA and CBS are too far ahead of other manufacturers on color TV development and thus competition on production of color sets will be stifled. The company, which originally opposed the CBS field sequential system, also looks with disfavor on the NTSC standards on the ground that it would promote "monopoly."

Another consideration raised by ATI is its belief that color television should be held up until such time as three-dimensional techniques can be adapted to television. ATI has been working on such a system in recent months.

Mr. Sanabria claimed that there is too much confusion now in TV set manufacturing ranks without adding color before 3-D.

If the FCC were to hold back approval of color standards now, he stated, it "would clear the air and allow the manufacturers to produce a set that would last for years. As it now stands, we may start producing color TV sets, only to have 3-D come along and make the new sets obsolete."

American Television Inc. is a TV receiver assembler, which also sells receivers under its own name in a factory-owned retail store in Chicago. The same interests also manufacture cathode ray tubes under the name of American Television Corp., and operate a radio-TV-electronics trade school.

Meanwhile, permission may be requested from the FCC by the management of the International Sight and Sound Exposition to hold the first public demonstration of compatible color TV during the combined exposition-audio fair in Chicago's Palmer House Sept. 1-3.

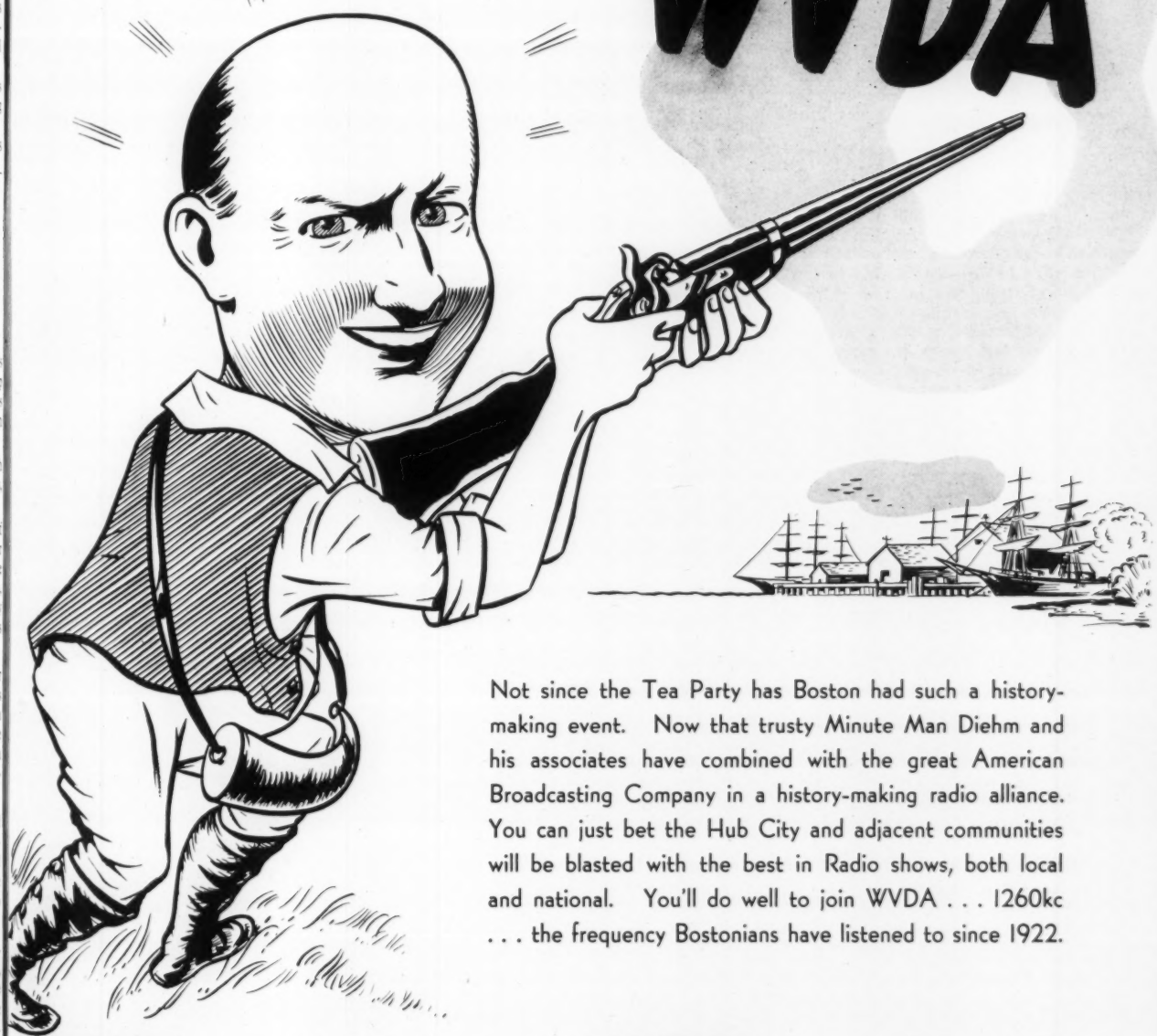
Kenneth Prince, general manager of the exposition and legal counsel for electronic firms, reportedly will seek an appointment with the Commission if the necessary equipment can be procured. Mr. Prince was in New York Thursday trying to arrange for the equipment.

Prediction that color TV receivers will be sold commercially by the fall of 1954 was made last week by Dr. Edward U. Condon, research director of Corning Glass Works. The former National Bureau of Standards' director said "several thousand" color tubes will be available this fall, but only to the eastern luxury market.

# A New Boston Bean Has Been Added ... to this Traditionally American Market!

## VIC DIEHM and ASSOCIATES and American Broadcasting Company

## New Station WVDA



Not since the Tea Party has Boston had such a history-making event. Now that trusty Minute Man Diehm and his associates have combined with the great American Broadcasting Company in a history-making radio alliance. You can just bet the Hub City and adjacent communities will be blasted with the best in Radio shows, both local and national. You'll do well to join WVDA . . . 1260kc . . . the frequency Bostonians have listened to since 1922.

**WAZL** HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates)

**WIDE** BIDDEFORD-SACO, ME. MBS-YANKEE (Promotion Rep. Robert S. Keller)

**WHOL** ALLENTOWN, PA. CBS (Represented by Robert Meeker Associates)

**WHLM** BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee)

**WVDA** BOSTON, MASS. ABC (Represented by Paul H. Raymer Company)

of the WJAX-TV case, agreed it is "pretty safe to assume" the FCC will stick to its pre-freeze policy of "one construction period opportunity to a customer."

"Of course," he said, "if a permittee is really digging but just struck rock in his efforts to get on the air, he won't have to worry much about an extension. It's the fellow who leans too long too often on the shovel who will have trouble."

Even if a delinquent permittee exercises his right to hearing on his extension request, "he will have to prove a pretty good case to win a grant," it was explained on the basis of the WJAX case.

Noting that some feel this attitude is "too tough," the Commission spokesman explained, "There are a lot of people who want to get into TV and the public wants television. If one fellow won't build, then someone else will and he should be given the chance."

### Not Insurance Policy

"A TV permit is not an insurance policy," he said.

As an example, the FCC staff member pointed to the history of vhf Ch. 2 at Midland, Tex. Permian Basin TV Co. returned its permit for Ch. 2 there in early May and a couple of weeks later a new bid for the facility was filed by Midessa TV Co. Midessa, under common ownership with KSWO Lawton and KRHD Duncan, Okla., received the Midland Ch. 2 grant in early July.

In returning its uhf Ch. 36 permit at Kalamazoo, WKMI-TV wrote FCC as follows:

**Upon further consideration in the light of the position taken by the Commission in its letter of July 22, 1953, and in view of the present economic uncertainties of uhf in markets such as Kalamazoo, where vhf service is well established, Mr. Steere has concluded that the public interest would not be served by his going ahead with the WKMI-TV Channel 36 construction at this time. Accordingly, construction permit BPCT-1382 is being returned herewith for cancellation.**

## KSOX Sale to Hofheinz Approved by Commission

WITH dismissal by FCC of an interference complaint by WCKY Cincinnati (see adjacent story), the Commission last week approved the sale of KSOX Harlingen, Tex., by Houston Mayor Roy Hofheinz for $225,000 to Harbenito Broadcasting Co., licensee of KGBS there. The approval is conditioned upon Harbenito divesting itself of KGBS.

Harbenito is owned by McHenry Tichenor, James Cullen Looney and Troy R. McDaniel. FCC also approved Mr. Looney's sale of KURV Edinburg, Tex., for $75,000 to Rogers Kelley and associates, a condition of the KSOX purchase. Harbenito, which holds permit for KGBS-TV on vhf Ch. 4, is expected to surrender the license for KGBS on 1240 kc with 250 w, but the KGBS call is to be switched to KSOX, assigned 50 kw day, 10 kw night on 1530 kc, directional.

## House Committee Named To Investigate Foundations

FORMATION of a House Select Committee to Investigate Tax-Exempt Foundations was announced last week. The House voted the group $50,000 to carry on its year's work just before congressional adjournment [B•T, Aug. 10].

Members are Reps. Carroll Reece (R-Tenn.), chairman; Jesse P. Wolcott (R-Mich.); Angier L. Goodwin (R-Mass.); Wayne L. Hays (D-Ohio); Gracie B. Pfost (D-Idaho).

# WILL FCC RESTRICT SECONDARY OUTLETS ON I-A, I-B CHANNELS?

**Commission pushes for daytime skywave decision by separating case from clear channel proceeding, broadening application freeze on Class I-A and I-B channels, and denying WCKY protest on KSOX modification. Recognizing daytime skywave problem, however, FCC puts KSOX back on daytime directional operation.**

SPECULATION was evidenced in Washington radio circles last week that FCC is considering further restrictions upon secondary AM stations operating with more than 1 kw on Class I-A and I-B clear channels because of daytime skywave interference to the dominant outlets on those channels.

Such restrictions would involve limitations upon the power or directivity of the secondary stations for the first 1½ hours after sunrise and the last 1½ hours before sunset, it was indicated, since daytime skywave interference is most in evidence during these periods.

Such a policy, if proposed, might result in modification of the assignments of some existing stations as well as affect the proposals of a number of pending applicants, scores of which (for daytime outlets) are "temporarily frozen" because of the clear channel proceeding.

The "professional guesses" were heard after FCC on Tuesday announced orders to:

• Sever the six-year-old daytime skywave case from the eight-year-old clear channel case so that the Commission can reach a conclusion as soon as possible on the daytime skywave question.

• Extend the freeze on applications for daytime-only stations on clear channels so as to "temporarily" preclude action on applications for full time stations proposing to operate with different power daytime from that at night on Class I channels.

• Dismiss the protest of WCKY Cincinnati against the modification of the permit of KSOX Harlingen, Tex., which specifies non-directional operation daytime, but revised the program test authorization of KSOX so as to return the station to directional operation daytime pending conclusion of the daytime skywave proceeding.

FCC acknowledged that the KSOX case precipitated its decision to pull the daytime skywave problem out of the clear channel proceeding for prompt action.

### Precipitates FCC Action

KSOX on Nov. 14, 1951, was granted modification of permit without hearing. The effect was to change the construction permit for KSOX, which then specified unlimited hours on 1530 kc using 50 kw until local sunset at Cincinnati and 10 kw thereafter, with different directional antenna patterns day and night, so as to provide for nondirectional operation with 50 kw from local sunrise at Harlingen until local sunset at Cincinnati.

Seven days after the modification grant, KSOX filed for license and indicated the construction was completed. On Nov. 28, FCC authorized the station to commence program tests pending license action.

WCKY protested the actions in a pleading filed Dec. 3 of that year, charging that its license as a Class I-B station had been illegally modified because of daytime skywave interference as based upon propagation curves and evidence in the daytime skywave case. On Dec. 4 a similar complaint was filed by another Class I-B outlet on 1530 kc, KFBK Sacramento, Calif. KFBK alleged daytime skywave interference not only to its normally protected secondary service area but also, during certain periods of the year, to its 0.5 mv/m ground wave contour.

FCC last week ruled the KFBK complaint will be heard when it considered the KSOX license application.

The fact that FCC separated the daytime skywave case from the clear channel proceeding is seen by some to indicate that the Commission will stick by repeated testimony before Congressional committees that the clear channel decision cannot be made until after the Senate ratifies the 1950 North American Regional Broadcasting Agreement. Daytime skywave had been consolidated with clear channel for the convenience of oral argument in January 1951 and joint decision since the cases are related.

### Delays Are Compounded

Final decision on the closed record in these cases subsequently was forstalled by Congressional intervention, chiefly from the Senate Interstate and Foreign Commerce committee's Sen. Edwin C. Johnson (D-Colo.) as well as by the 1950 NARBA negotiations. There is a chicken-and-egg debate as to which came first or was chiefly responsible. Just weeks after the 1948 oral argument, Sen. Johnson introduced his own bill to limit power on clear channels and hearings were held.

The daytime skywave case itself was ordered by FCC in mid-1947 after WCKY won its court suit against a non-hearing grant to Patrick Joseph Stanton for 10 kw daytime at Philadelphia on WCKY's 1530 kc. The court stayed the grant upon WCKY's complaint of daytime skywave interference, but the ruling hinged on WCKY's right to hearing before FCC on its protest rather than on the interference question. Mr. Stanton later was granted 1 kw daytime on 1540 kc, now WJMJ Philadelphia.

This initial court suit was followed by other clear channel station suits against the daytime only authorization which FCC had begun to issue following World War II.

Since FCC's present rules and standards do not recognize daytime skywave interference *per se*, and because the WCKY-Stanton and other court suits cast a cloud upon this omission, the Commission instituted the proceeding to investigate the problem and construct a policy.

Considerable testimony in the clear channel and daytime skywave cases, according to those who recall the proceedings, claimed that daytime skywave interference was greatest the first 30 minutes after sunrise and the last 30 minutes before sunset, with a gradation of effect ranging through two hours at these periods.

They also recalled that testimony showed that the daytime skywave interference increased in greater proportion rather than direct ratio as power is increased, the interference being much more than 50 times greater at 50 kw than at 1 kw, for example.

Another matter gives support to the belief that FCC may increase restrictions on secondary stations operating on clear channels. It is the proposed agreement with Canada announced by FCC in April dealing with the assignment of Class II stations to clear channels of the other country. The agreement proposes to limit

the radiation of the secondary station on the Class I-A channel of the other country so as to reduce or eliminate daytime skywave interference for 1½ hours after sunrise and 1½ hours before sunset.

Nearly two dozen comments have been filed with FCC on the U.S.-Canadian proposal, some opposing the agreement on the ground that it will set precedent for domestic policy on daytime skywave. Clear Channel Broadcasting Service, however, felt the proposed agreement is "far more permissive than analysis of the data developed in FCC Docket No. 8333 [daytime skywave case] indicate an allocation rule should be."

On the other hand, the Assn. of Federal Communication Consulting Engineers charged that "bilateral agreement on matters affecting allocations of frequencies upon which long distance skywave interference occurs should not precede the establishment of domestic standards."

Should the Commission choose to incorporate daytime skywave limitations in its rules, FCC spokesmen last week indicated several means to effect the restriction upon secondary stations during the periods at sunrise and sunset. The drastic policy would be to order no operation during the periods, they said, but since this would so severely cut back the hours of daytime-only outlets it would not be practical.

### Gradations of Power

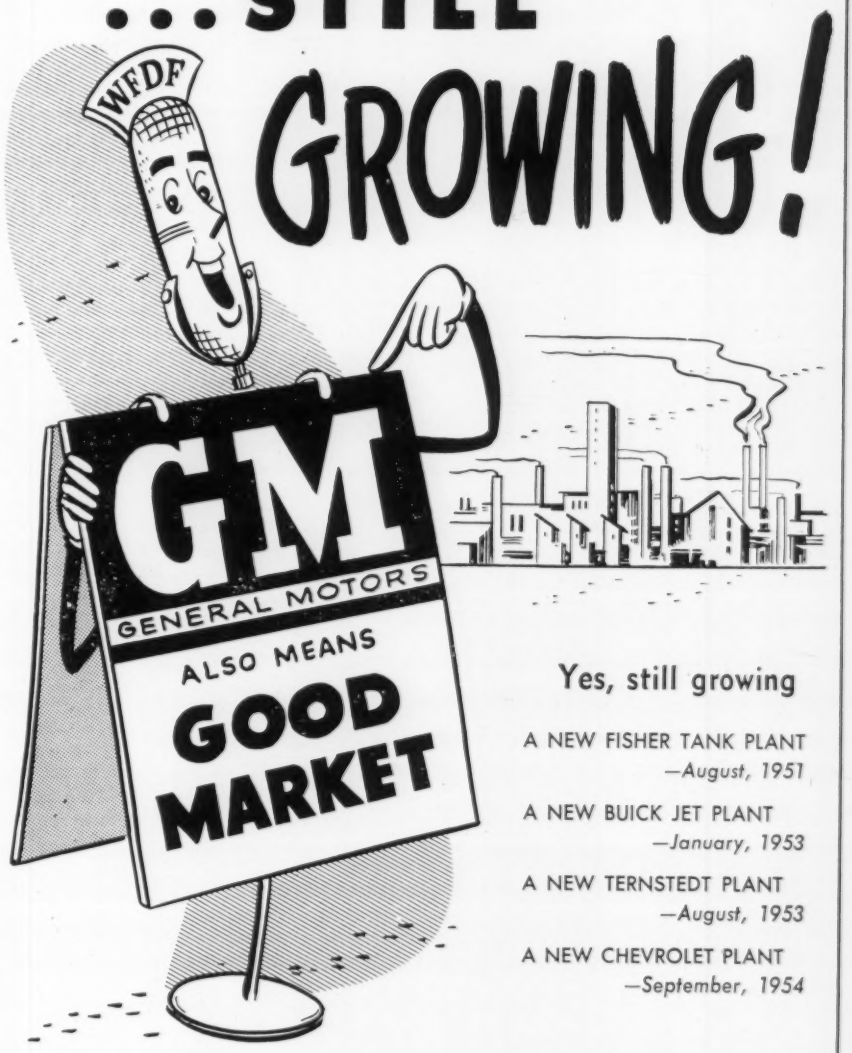
Another method would be to permit commencement and cessation of operation by means of graduated power. A 10-kw daytimer would start with 1 kw for a half-hour, for example, then boost to 5 kw and later to 10 kw. Or, a fulltime secondary station assigned 50 kw day, 10 kw night, might use the night power during the interim periods. Still another alternative would be directional operation.

One FCC representative acknowledged that the restrictions, if found necessary, probably would be applicable only to stations of power greater than 1 kw. It was not known if such new policy would affect operating stations as well as new applicants, but it was indicated that in serious cases an existing station here or there might be affected.

In extending its application freeze pending outcome of the case, FCC amended, effective immediately, footnote 10(b) to Sec. 1.371:

**Pending conclusion of the proceeding in Docket No. 8333 action will be withheld on all of the following types of applications:**
**(a) Applications whether by existing stations or applicants for new stations proposing new daytime or limited-time assignments on any of the frequencies specified in §3.25 (a) and (b).**
**(b) Applications from existing daytime or limited-time stations presently assigned to a frequency specified in §3.25 (a) and (b) proposing an increase in the power of that assignment or change of antenna pattern resulting in an increase in radiation towards any Class I station.**
**(c) Applications from existing daytime or limited-time stations presently assigned to a frequency specified in §3.25 (a) and (b) proposing change in that assignment involving a substantial change in transmitter location.**
**(d) Applications either by existing stations or applicants for new stations proposing unlimited time Class II assignments on any of the frequencies specified in Sections 3.25 (a) and (b) which would operate differently in the daytime from the operation proposed to be used nighttime.**

The order explained that "further authorization of such stations may render difficult the proper formulation and effectuation of any new rules which might be adopted as a result of this proceeding, because such stations may incur financial and contractual commitments in reliance on their extended daytime coverage which would be a serious obstacle to their reverting to an operation with a smaller daytime service area, and may develop a listening audience in the extended area which they serve


Yes, still growing

A NEW FISHER TANK PLANT
*—August, 1951*

A NEW BUICK JET PLANT
*—January, 1953*

A NEW TERNSTEDT PLANT
*—August, 1953*

A NEW CHEVROLET PLANT
*—September, 1954*

Flint, Michigan, the world's largest General Motors plant city is a BIG market (287,000 population) and a RICH market ($325,184,000 retail sales in 1952).* Because GM is still expanding operations in Flint, it's a GROWING market, too! . . . . and that means MORE jobs—MORE workers—MORE retail sales and MORE prospects for your sales message over busy WFDF, FLINT'S FIRST STATION. To make your sales grow, BUY WFDF, FIRST IN FLINT, the GROWING market.

* *Sales Management*
*"Survey of Buying Power" 1953*

FLINT, MICHIGAN

**WFDF** — NBC AFFILIATE

***"Our 31st Year in Flint"***

***Represented by the KATZ AGENCY***

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

which might be discommoded by any future withdrawal of that service in the event that Docket No. 8333 results in the adoption of rules and regulations and standards of good engineering practice which would require such stations to restrict their daytime coverage."

The extension of the freeze now precludes action on all applications for new secondary assignments on Class I-A or I-B channels. FCC has not made any fulltime grants on I-A channels since before World War II. No daytime station grants have been made on I-A or I-B channels since mid-1947.

In its opinion in the KSOX case, FCC explained "it would be entirely inappropriate for the Commission in the context of a single licensing proceeding such as the present one to render a decision adopting standards of protection concerning daytime skywave propagation. Such a decision would necessarily affect the basic allocations policy of the Commission, and thereby a great number of existing and potential broadcast licensees."

Without a ruling in Docket 8333, FCC said it cannot be assumed that the exhibits in that proceeding, upon which WCKY and KFBK rely, "are sufficiently reliable or inclusive to warrant their use as a basis for allocation policy. Certainly, the existance of this evidence does not supply any guide to the extent or type of protection against daytime skywave interference, if any, which the Commission should ultimately afford by amendment of its rules and standards."

FCC explained that although the pleadings by WCKY "are not sufficient to show that it possesses the requisite standing to challenge the grant of the modification of construction permit, nevertheless these pleadings have brought to our attention for the first time the possible magnitude of the impact on existing stations of the daytime operation of a full-time station, such as KSOX as authorized by the modification of construction permit."

It was "in the light of this information" that FCC extended its application freeze to cover applications for such operation. The Commission here noted that it "will proceed to decide the daytime skywave proceeding with as much dispatch as is practicable."

AFCCE in its comments on the U.S.-Canadian agreement proposal recalled that when FCC instituted the daytime skywave case in 1947, the industry was promised "prompt action on the part of the Commission in order that it might resume the processing of applications in which questions of daytime skywave interference were in issue."

Observing that this promise has yet to be fulfilled, AFCCE said FCC "now almost six years later proposes to compound its omission through a bilateral proposal which was not in issue in 1947 and upon which evidence was not adduced. In fairness to the public and the industry, the Commission is under obligation to promulgate standards for domestic allocations prior to the establishment of international standards."

## Color Test Extended

UPON request of NBC, the FCC last week extended the special temporary authority to the network for the transmission of "non-standard color television signals" conforming to the specifications approved by the National Television System Committee on July 21. The extension is for the period Aug. 15 to Oct. 15 and allows use of NBC's WNBT (TV) New York on an experimental basis.

# CEDAR RAPIDS RECEIVES SECOND VHF; FCC GRANTS 2 OTHER VHFs, 6 UHFs

**Cedar Rapids TV Co. granted Ch. 9 as KCRG withdraws and its licensee sells the AM station to the new grantee and acquires 30% interest in the TV permittee. Other vhf grants are made at Steubenville, Ohio, and San Juan, P. R., while uhf CPs are granted at Fresno, Calif.; Jacksonville, Fla.; Evanston, Ill.; Boston; Worcester, Mass., and Allentown, Pa.**

SECOND vhf station for Cedar Rapids, Iowa, was authorized by FCC last week to Cedar Rapids TV Co. for Ch. 9 as the competitive bid of KCRG there was withdrawn.

Cedar Rapids TV has purchased KCRG for $100,000, subject to FCC approval, and the KCRG licensee, the Gazette Co., acquired 30% interest in the TV firm for $90,000, according to the merger agreement submitted to the Commission.

WMT-TV plans Ch. 2 commencement at Cedar Rapids Sept. 27.

At Steubenville, Ohio, FCC approved vhf Ch. 9 to WSTV there following withdrawal of the mutually exclusive application of theatre operator John R. Osborne. Mr. Osborne and his associates acquire option for 9% interest in the TV venture for about $40,000.

In other new station grants, FCC authorized uhf Ch. 53 at Fresno, Calif., to John Poole Broadcasting Co. (The McMahan Co. withdrew); uhf Ch. 30 at Jacksonville, Fla., to WOBS (Dubal TV Co. withdrew); uhf Ch. 32 at Evanston, Ill., to Northwestern TV Broadcasting Corp., which is headed by Angus D. Pfaff, one-third owner of WNMP Evanston; and uhf Ch. 44 at Boston to J. D. Wrather Jr., part owner of KFMB-TV San Diego and KOTV (TV) Tulsa (Massachusetts Teleradio Bcstg. Corp., Medford, Mass., withdrew).

Final decisions were announced in three hearing cases, resulting in grants for vhf Ch. 4 at San Juan, P. R., to WAPA owner Jose Ramon Quinones; uhf Ch. 20 at Worcester, Mass., to WAAB there, and uhf Ch. 39 at Allentown, Pa., to Queen City TV Co. All three were survivor applicants in comparative hearings from which competitive applicants withdrew.

### Details of New TV Grants

Details of the new station grants:

**Fresno, Calif.—John Poole Bcstg. Co. granted uhf Ch. 53; effective radiated power of 282 kw visual and 145 kw aural; antenna height above average terrain 340 ft.**

**Jacksonville, Fla.—Southern Radio & Equipment Co. (WOBS) granted uhf Ch. 30; ERP 18.6 kw visual and 9.33 kw aural; antenna height above average terrain 400 ft.**

**Evanston, Ill.—Northwestern TV Bcstg. Corp. granted uhf Ch. 32; ERP 24 kw visual and 12.9 kw aural; antenna height above average terrain 160 ft.**

**Cedar Rapids, Iowa—Cedar Rapids TV Co. granted vhf Ch. 9; ERP 33.1 kw visual and 16.6 kw aural; antenna height above average terrain 340 ft.**

**Boston, Mass.—J. D. Wrather Jr. granted uhf Ch. 44; ERP 282 kw visual and 145 kw aural; antenna height above average terrain 580 ft.**

**Worcester, Mass.—Wilson Enterprises Inc. (WAAB) in final decision granted uhf Ch. 20; ERP 181.5 kw visual and 92.8 kw aural; antenna height above average terrain 825 ft.**

**Steubenville, Ohio—WSTV Inc. (WSTV) granted vhf Ch. 9; ERP 229 kw visual and 115 kw aural; antenna height above average terrain 950 ft.**

**Allentown, Pa.—Queen City TV Co. in final decision granted uhf Ch. 39; ERP 107 kw visual and 54 kw aural; antenna height above average terrain 350 ft.**

**San Juan, P. R. — Jose Ramon Quinones (WAPA) granted vhf Ch. 4; ERP 56.5 kw visual and 33.9 kw aural; antenna height above average terrain 221 ft.**

The Commission approved modification of the permit for Polan Industries' WUTV (TV) Youngstown, Ohio, on uhf Ch. 21 to increase ERP to 219 kw visual and 115 kw aural. FCC denied a protest by Valley TV Co. and dismissed Valley's tendered application for Ch. 21.

### New Hearings Ordered

Two new comparative hearings were scheduled for Washington on Sept. 11. They are the Madison, Wis., vhf Ch. 3 case and the Montpelier, Vt., vhf Ch. 3 proceeding. Madison contestants are WISC and Badger TV Co. At Montpelier, contestants are WCAX and Colonial TV Inc.

Hearing on the transfer of WGBI-TV Scranton, Pa., uhf Ch. 22 permittee, was scheduled for Sept. 21 in Washington. Scranton Broadcasters Inc., licensee of WGBI, seeks to assign the Ch. 22 permit to MCL Telecasting Corp. one-third owned by Scranton Broadcasters; one-third by Meco Realty Co., controlled by the Comerford theatre interests; and one-third by Edward and Elizabeth Lynett. The Lynetts, co-partners, do business as the *Scranton Times* licensee of WQAN [B•T, July 13, June 29].

Oral argument before the Commission *en banc* was scheduled Aug. 31 on initial decisions in two comparative TV proceedings, the Flint vhf Ch. 12 case and the Portland-Vancouver uhf Ch. 21 case.

In the Flint proceeding, the initial ruling favored the application of WFDF Flint and proposed to deny the competitive applications of W. S. Butterfield Theatres Inc. and WJR Detroit for Flint.

The initial decision in the Portland-Vancouver case recommended a grant to KVAN Vancouver and proposed denial of the competitive bid of KGON Portland .

In a memorandum opinion and order, FCC last week denied a petition by WEBC Duluth, Minn., for amendment of its Superior, Wis. vhf Ch. 3 application to specify Ch. 6 and for inclusion in the Ch. 6 case for Duluth-Superior. WEBC, because of the hyphenated-city allocation, long has sought for the incorporation of both the Chs. 3 and 6 cases into a single comparative proceeding. Other Ch. 3 applicant is KDAL Duluth.

The Commission granted the petition of WDSM for completion of the Ch. 6 proceeding in which it would become the surviving applicant. Its Ch. 6 competitor, Lakehead Telecasters, seeks dismissal of its bid. Lakehead is part owned by the owners of former WREX which has been merged with WDSM, WREX being deleted.

Solution to the Sec. 309 (c) protest suit by WGRD Grand Rapids against the uhf Ch. 35 grant to Versluis Radio and TV Inc. at Muskegon appeared last week as the Commission approved Versluis' petition to directionalize its antenna for greater radiation in the direction of Muskegon. At the protest hearing in April WGRD charged that Verslius' WTVM (TV) actually would not cover all of Muskegon with the required signal [B•T, April 27]. WGRD protest contended WTVM actually would be a Grand Rapids outlet.

# HEIGHT
## COUNTS MOST!

**WAVE-TV's Far Higher Tower Increases Area Coverage By 85.5%!**

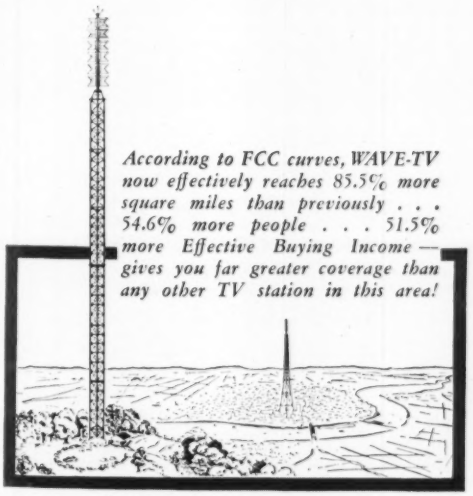
*"Seeing Is Believing!"*

In television, Tower Height is of course *far more important* than any other factor in "reaching out" to fringe TV areas. *Low Channel* is next most important, and *Power* is third.

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level. In addition, WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

***100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!***

Check these engineering facts against actual coverage results. Ask your local distributors about WAVE-TV *coverage*, and about the great WAVE-TV *television* market. It's actually far greater than the Louisville Trading Area itself!



*According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!*

**LOUISVILLE'S**

# WAVE-TV
## *Channel 3*

***FIRST IN KENTUCKY***

**Affiliated with NBC, ABC, DUMONT**

Free & Peters, Inc., Exclusive National Representatives

**In Chicago...WBBM is**

# GETTING BIGGE

# E\LL THE TIME!

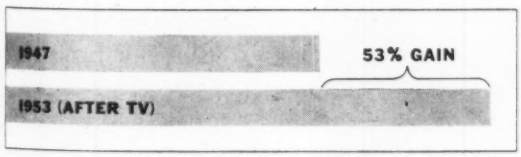
WBBM cops all the laurels for listening, year after year. And our laurels—*like our audiences*—are getting bigger as we go. Look at these:

**SHARE OF AUDIENCE:** WBBM's share of the Chicago radio audience is more than 50% bigger than our nearest competitor's...month after month!

**QUARTER-HOUR WINS:** WBBM is first in nearly six times as many quarter-hours as our nearest competitor... month after month!

**LOCALLY-PRODUCED DAILY SHOWS:** WBBM has 9 out of the top 10, 13 out of the top 15... month after month!

More significant, current ratings for WBBM-produced programs are *53% higher* than in 1947* (before TV). *They're also 15% higher than they were two years ago*—and this during TV's heyday!*




*Show*manship does it. On WBBM you'll find Chicago's top personalities, backed by Chicago's largest production staff. This combination produces the biggest shows, which draw the biggest audiences. That's why you'll get the biggest results on WBBM. For more information just get in touch with CBS Radio Spot Sales or...

**WBBM 50,000 watts**
**Chicago's *SHOWMANSHIP* Station**

*Same period
*Source: Pulse of Chicago*

# SUBSCRIPTION TV PETITION LAUDED

**Although pay-as-you-see TV's prime advocate, Zenith, had 'no comment' on the petition of four uhf stations which asked FCC to hold hearings on subscription TV, Telemeter and Skiatron executives lauded the proposal. FCC sources, however, believe little haste is likely on Commission's part in holding hearings.**

PETITION for early action on subscription TV, filed last week with FCC by four uhf TV grantees [B•T, Aug. 10], called forth comments by two proponents of the fee system of telecasting.

In statements to B•T last week, Paul Raibourn, chairman of the board of International Telemeter Corp. and chairman of the NARTB committee on subscription TV, and Arthur Levey, president of Skiatron Electronics & Television Corp., lauded the move made by the four permittees.

Zenith Radio Corp., Chicago radio-TV manufacturer which has been in the forefront of the campaign for subscription TV, had no comment to make on the action of the prospective TV broadcasters. Paul V. Galvin, president of Motorola Inc. and chairman of the RETMA committee on subscription TV, could not be reached for comment.

### No Hurried Activity

Meanwhile, the petition had not sparked any hurried activity at FCC. Understanding is that with various other activities confronting the Commission (like color TV), not much haste could be expected in the near future. Because of far-reaching legal and policy considerations, it was pointed out by one FCC source, the subject of subscription-TV would require a "careful" study before the Commission would move to the point of holding hearings.

Same considerations seem to prevail on Capitol Hill regarding the bill (HR 6431) introduced last month by Rep. Carl Hinshaw (R-Calif.) to make subscription TV and theatre TV common carrier services [B•T, July 27 et seq.]. The bill was referred to the House Interstate & Foreign Commerce Committee. No plans have been made to hold hearings on the bill at the present time.

The petition was filed by uhf TV grantees WDHN New Brunswick, N. J. (*New Brunswick Home News*), WIP-TV Philadelphia (Gimbel's), WELI-TV New Haven, Conn., and Stamford-Norwalk Television Corp., Stamford, Conn. It alluded to the potentially unprofitable telecast operations for uhf stations in or near major cities already served with vhf signals, expressed the view that subscription television might make the difference between black and red ink and asked the Commission to move quickly in holding a hearing on the Zenith petition for the establishment of pay-as-you-see TV. Zenith asked FCC to approve fee-TV early in 1952.

Mr. Raibourn, who also is a Paramount Pictures Inc. vice president, described the latest petition as an "eloquent statement that left little that could be added." He declared the move pointed up the problems facing many TV station operators and said that in certain situations subscription television would be a "great help." Paramount Pictures owns 50% of Telemeter.

More enthusiastic in his supprot of the petition was Mr. Levey.

"Approval of this application," he said, "would mean swift expansion of the television and related industries. Communities throughout the country would benefit from this opening of new sources of income for TV stations, the entertainment industries and educational institutions. Better programs would result. New stations would open, with many of them being in areas where TV broadcasting is not now available, or where it is held to a minimum by economic factors.

"Public demands for subscription TV already is high. At the recent public demonstrations of Skiatron's Subscriber-Vision in New York City, 93.6% of those filling in questionnaires stated they would be willing to pay nominal fees for TV programs that would bring Broadway hits, grand operas, first run motion pictures, leading sports events, educational courses and other outstanding programs into their homes. Other surveys in various parts of the country have shown similar demand for better programs through subscription television.

"Skiatron is happy to know that broadcasters now are recognizing not only the technical ability of subscription TV, but also the economic necessity of promoting and developing the range of telecasting through use of this system that would offer new and better choices to TV set owners."

## Contract-Filing Revisions Made Final by Commission

FCC made final last week its revision of reports dealing with the filing of contracts by broadcasters which relaxes many of the provisions which have been in effect for many years [B•T, June 15].

In the final report and order, the Commission clarified provisions of Sec. 1.342 specifying documents, instruments and contracts relating to ownership, management, operation and control of stations required to be filed with the Commission. Among other changes were the following: Report of bulk sales to the same sponsor will be required only where four hours are involved, rather than two hours as previously; only management contracts with persons other than regular employes are required to be filed, except where a share of profits or losses is involved; all bylaws and amendments to a company's charter must be filed. Clarified were provisions regarding the filing of stock options and proxies, network affiliation contracts and correspondence and mortgage and loan agreements.

## KOB Argument Set

ORAL argument was scheduled for Sept. 17 by FCC last week upon the initial decision to grant KOB Albuquerque, N. M., an extension of its special service authorization for 50 kw day, 25 kw night on 770 kc. The initial ruling was made in March [B•T, March 30]. WABC New York long has protested the KOB operation. FCC said participants will be allowed to "address themselves not only to the initial decision and the exceptions filed thereto, but also to issues raised by pleadings filed subsequent to issuance of the initial decision relating to reopening of the record."

# RESNICK, CBS FILE '30-DAY' OBJECTION

OBJECTIONS were filed last week by Washington attorney Leo Resnick and by CBS to FCC's proposal to require publication of notice of filing for TV channels, with a 30-day cut-off for additional applications following publication [B•T, July 6]. At the same time, at the request of the Federal Communication Bar Assn., the FCC extended the deadline for comments on the proposal to Sept. 15.

Mr. Resnick, a former FCC examiner, said the proposal would impose an extra burden on applicants that was not needed, now that the Commission is "fairly" current in processing applications. He referred to publicity given applications in the trade press and by press associations, and said he did not think notice of filing was required. If the Commission felt it was necessary to apprise local interests that a bid has been made for a local TV channel, Mr. Resnick suggested that the notice, without a cutoff date, would be sufficient.

### Takes Issue

He also took issue with the Commission proposal if it were meant to prevent strike applications. ". . . A strike application can be filed within 30 days just as readily as an application filed in good faith; in fact . . . strike applications can be prepared and filed in less time than applications filed in good faith," he said.

Objecting to the cutoff provision, which would bar any further applications after 30 days from the date of publication of the notice, Mr. Resnick said that such a provision would bar qualified applicants, since many hearings might not be held for years and during that time "worthy applicants may 'come of age'."

If the Commission wanted to establish a cut-off date, Mr. Resnick suggested that the present regulation—which forbids new filings after 30 days before the hearing date—be revised to forbid additional applications less than 60 days before hearing date.

CBS said that the Commission proposal would "unduly cut off the right of persons to file competing applications and the opportunity of the Commission to select the best qualified applicants and yet not achieve its primary purpose."

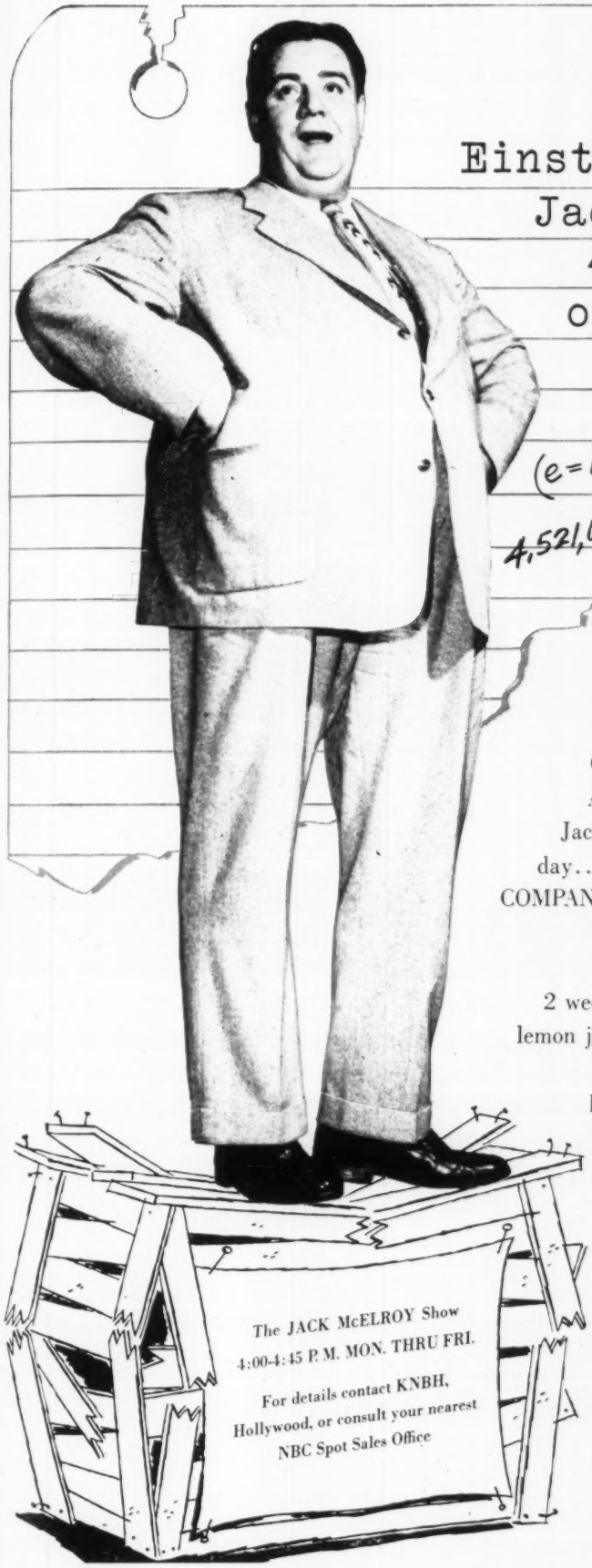
An applicant could "stake out a claim for a channel" far in advance of the grant, thus exclude others including more qualified applicants, CBS said regarding the 30-day cut-off proposal.

A revision of the proposal was suggested by CBS in this wise: In the event no competing applications are filed during the 30-day period following publication, the Commission may grant, within two months following that 30-day period, the original application without regard to applications filed subsequent to such 30-day period, or if the Commission cannot grant the original application within 90 days of the publication date, then all competing applications shall be considered with the original application.

## KTXC, KFST Decisions

FINAL decision was issued last week granting renewal of license of KTXC Big Spring, Tex., and setting aside Commission's order revoking construction permit of KFST Ft. Stockton, Tex. The final decision supports the initial decision rendered on July 30, 1952.

Consolidated hearing on KTXC renewal and KFST revocation was originally called on the alleged illegal transfer of KTXC.


The JACK McELROY Show
4:00-4:45 P.M. MON. THRU FRI.
For details contact KNBH,
Hollywood, or consult your nearest
NBC Spot Sales Office

# Einstein's theory says Jack McElroy has 4½ Trillion Tons of TV impact!

$(e = mc^2$ or $\frac{300 \text{ lbs}}{G} \times 186{,}000 \text{ mps})^2 =$
4,521,005,280,000 ft. tons of energy)

This 300 pound one man sales force covers Southern California with the speed of light. Stars helping him are song stylist Ginny Jackson, western warbler Carrot-top Anderson, and music master Eddie Baxter. Jack McElroy sells to 53,000 TV homes each day... and how he sells! Says TAPPAN STOVE COMPANY: "Direct sales results were so definitely felt that we extended our campaign from 13 weeks to 39." SUNKIST extended a 2 week introductory campaign for their bottled lemon juice to 13 weeks. Both of these extensions were across the board! Other sponsors have shown similar enthusiasm over sales! Jack McElroy has the formula to convert theory into solid sales results for you, too!

**NBC** HOLLYWOOD

**KNBH**

*Channel* **4**

# BROADCAST BUREAU HITS TAMPA BID

**FCC's Broadcast Bureau and the two unsuccessful applicants for vhf Ch. 8 in Tampa-St. Petersburg say the hearing examiner's reasons for selecting WFLA as the best applicant for the channel were unsound.**

STIFF exceptions to the examiner's initial decision favoring WFLA-*Tampa Tribune* for Tampa-St. Petersburg's vhf Ch. 8 [B•T, July 20] were filed last week by competing applicants WTSP-*St. Petersburg Times* (Nelson Poynter) and Tampa Bay Area Telecasting Corp. and the Broadcast Bureau of FCC.

At issue by all three of the objecting parties were the reasons given by FCC Hearing Examiner Basil P. Cooper for proposing to grant the WFLA application and to deny the other two applications. All ask for oral argument.

WTSP termed the examiner's conclusions as having been determined by "undue weight and importance . . . to minor factors [while] accepted and long-standing precedents of the Commission [were] ignored."

Tampa Bay declared that "the *facts* were found by the Examiner (or not found) in such a manner as to justify a denial of the application of Tampa Bay through a preference for the Tribune Co., and not on an impartial, objective basis. . . ."

The Broadcast Bureau objected to the initial decision "because the grounds of preference therein are based on insubstantial, immaterial and unsupported differences among the applicants."

WTSP's exception also chided the examiner for not finding that WFLA is controlled by "absentee" owners, and has no strong "integration" of local ownership with management.

Tampa Bay stressed that one of the points the examiner should have found in its favor was that the other two applicants were owned by newspapers and owned radio stations, while it has no connection with any newspaper.

Broadcast Bureau called attention to the alleged failure of the examiner to consider the question of absentee ownership versus local ownership and integration, and also to diversification of ownership.

WFLA is 52% owned by David Tennant Bryan, John Stewart Bryan Jr. and other members of the Bryan family, 31% owned by James A. Griffin Jr. and family, and 10% by Tampa residents and 7% by non-Tampa residents. The Bryans live in Richmond, Va., where they own WRNL-*Richmond Times-Dispatch* and *News Leader*, and in New York. The Griffins live in Chicago.

Nelson Poynter and his wife own WTSP. Mr. Poynter has given his employes an option to purchase stock in the corporation which would reduce his control to 60%, with E. Joseph Kelly having 10%, and other employes up to 2% stock ownership.

Tampa Bay stockholders include a group of New York advertising and radio-TV men and a group of Tampa-St. Petersburg residents. Among them are Robert A. James, Tampa businessman; Hal James, vice president in charge of radio-TV of the Ellington Co., New York agency; John Trevor Adams Jr., former manager of WJZ-TV (now WABC-TV) New York; Harry W. Bennett Jr., Sherman & Marquette vice president; John S. Houseknecht, William Esty & Co., TV executive, and Robert W. Evans, business associate of Robert A. James in Tampa.

## WKMI-TV Returns CP to FCC; TV Permits Dropped Total 11

WITH return by WKMI-TV Kalamazoo, Mich., to FCC last week of its construction permit for uhf Ch. 36, a total of 11 post-thaw TV grantees have given up their authorizations, chiefly for economic reasons. WKMI-TV surrendered its CP after the Commission questioned its delay in construction (see story page 58).

The other permittees to give up their grants were: KGKL-TV San Angelo, Tex., vhf Ch. 3; WTVS (TV) Gadsden, Ala., uhf Ch. 21; KTVA (TV) Austin, Tex., uhf Ch. 24; KMID-TV Midland, Tex., vhf Ch. 2, Permian Basin TV Co. (Ch. 2 subsequently has been reauthorized to Midessa TV Co. under same call); WROV-TV Roanoke, Va., uhf Ch. 27 (the only operating grantee to drop out); KRIO-TV McAllen, Tex., uhf Ch. 20; KCTV (TV) Austin, Tex., uhf Ch. 18; WHHH-TV Warren, Ohio, uhf Ch. 67; WWOD-TV Lynchburg, Va., uhf 16; KTVW (TV) Wichita Falls, Tex., uhf Ch. 22.

KWEM West Memphis, Ark., which holds permit for move to Memphis, Tenn., fortnight ago dismissed its application for uhf Ch. 46 at Memphis. It was incorrectly reported that the applicant had returned a permit for uhf Ch. 46 [B•T, Aug. 10]. KWEM gave up its application because it was unable to find a site where both AM and TV could be accommodated and it did not wish to delay its AM change.

Meanwhile, another TV applicant has withdrawn. KWSO Wasco, Calif., last week dismissed its application for uhf Ch. 33, the only TV bid pending there.

## Yorty Publicity 'Astounds' Republican Spokesman

A REPUBLICAN National Committee spokesman last week said he was "astounded" by the publicity afforded to charges leveled by Rep. Samuel W. Yorty (D-Calif.) a fortnight ago. Rep. Yorty produced a TV script he said was being offered to stations which he characterized as "selling a bill of goods" to the American public on administration-favored Air Force cuts [B•T, Aug. 10].

The GOP spokesman said there was no secret about the making of TV films for congressmen to dub in their own comments. He said the Republicans "have been making them right along."

Rep. Yorty said the Democrats ought to demand equal time from TV stations using the films. The Republican committee spokesman, however, said he doubted the seriousness of this demand because, he asked, "What is political?" Rather, he said, such films are carried as public service.

## Hearing Set on WNDR

APPLICATION of WNDR-AM-FM Syracuse, N. Y., for renewal of license has been scheduled by the FCC for hearing Sept. 9 in Syracuse, to determine the circumstances surrounding the discontinuance of FM operation and possible illegal transfer of control.

# ZENITH SAYS FCC IN 'SHELL GAME'

**Brief filed with U.S. Court of Appeals in Washington by Zenith Radio Corp. claims FCC erred in ruling Zenith waived its rights to a comparative hearing on Chicago Ch. 2**

FCC is practicing "a shell game" regarding Zenith Radio Corp.'s application for TV Ch. 2 in Chicago, the Chicago radio-TV manufacturer said last week in a brief filed with the U. S. Court of Appeals in Washington.

Like the old carnival pitchman, the Commission has switched the pea under the shells and claimed that Zenith has lost the game, the Zenith brief averred.

### Failed to Take Part

The brief was filed in connection with Zenith's appeal from an FCC ruling that Zenith had waived its right to a comparative hearing on Ch. 2 Chicago because it failed to participate in the allocations proceedings and in the WBKB (TV) Chicago renewal hearings (part of the Paramount proceedings).

Zenith filed an application for Ch. 2 in 1948. Because the final allocation order deleted Ch. 4 from Chicago, the Commission ordered WBKB (now WBBM-TV) to move from that frequency to Ch. 2. At the same time the Commission by a 4 to 3 vote dismissed Zenith's application [B•T, April 14, et seq.].

Premise of Zenith's argument is that the Commission erred in finding that Zenith waived its rights to a comparative hearing. The brief relates the various moves Zenith made to protect its position. It also refers to the Lancaster (Pa.) case, in which the Commission granted WLAN Lancaster a comparative hearing with WGAL-TV, an existing station which also was forced to move from Ch. 4 to 8.

### WLAN's Claim

WLAN claimed its pending application for Ch. 8 required the Commission to give it a comparative hearing. Pending the hearing, the FCC gave WGAL-TV temporary authority to operate on Ch. 8. This was fought by WLAN as prejudicial to its hearing status, but two weeks ago the Court of Appeals upheld the Commission's action as the only "practical solution" to the problem of maintaining existing service [B•T, Aug. 10].

Zenith also fought the FCC's grant for WBBM-TV to move from Ch. 4 to 2 temporarily pending the outcome of the court appeal on the Zenith application dismissal. The court ruled that the Commission had acted in the best interests of all concerned [B•T, July 13].

Briefs by the FCC and CBS (which owns WBBM-TV) are due Sept. 11.

## WEOK-TV Extension

WEOK-TV Poughkeepsie, N. Y., uhf Ch. 21 grantee authorized last November, has been advised by FCC that its application for extension of completion date "cannot be granted at this time on the basis of current information." Mid-Hudson Broadcasters Inc., permittee, has estimated that the station will begin operation in December of this year.

George M. Jolly, head of the Milium Division of Deering-Milliken & Co., tells how . . .

# "We helped sew up $500,000!"

"A Kansas City coat manufacturer had $500,000 in sales sewed up—except for the linings! Buyers had flooded him with re-orders for 12,000 Milium-lined Fall coats. But the uncompleted coats were hanging in the loft.

"12,000 Milium linings had to catch up with 12,000 coats—and fast, too. We called in Air Express!

"As fast as the cloth was dyed and finished in New England, it was rushed to South Carolina and processed as Milium insulated linings, then speeded to Kansas City. Every deadline was met —and the deal was sewed up.

"Our customer's 12,000 coats were turned into a fast $500,000—thanks to the speed and reliability of Air Express!

"We face frequent customer deadlines. We can't afford any air service but the *fastest* — there's too much at stake. Yet in most of the weights and distances we ship, Air Express rates turn out to be lowest in the field!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

**Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

# CARNEVAL APPEALS COURT DECISION

**The radio-TV writer contests action of N. Y. Supreme Court justice in setting aside a jury verdict of $10,000 against Campbell Soup for 'appropriating' his idea for 'Double or Nothing.'**

A NOTICE of appeal has been filed in the Supreme Court of the State of New York from a court decision holding that an idea for a radio or television program cannot be protected "without contractual protection or its equivalent."

The notice of appeal was entered by Lawrence E. Brinn, New York attorney, on behalf of radio-TV writer Charles Carneval against a decision handed down by New York Supreme Court Justice James M. B. McNally on June 30. The decision set aside a jury verdict of $10,000 against the Campbell Soup Co. in a suit initiated by Mr. Carneval.

Mr. Brinn told B•T last week that the appeal itself will be filed within the next two weeks. He expressed the hope that the appeal would be considered during the September term of the court.

The original action by Mr. Carneval, started on Oct. 24, 1949, was for $457,000 and named as defendants the William Morris Agency, Ward Wheelock Co., and NBC, as well as Campbell Soup. It charged that the defendants ". . . appropriated to their own use, benefit and profit the combination of radio program ideas and format known as 'American Sweepstakes' and incorporated the same into a radio and television show known as 'Double or Nothing' which is sponsored by Campbell Soup."

Action against all the defendants except Campbell Soup was dismissed at the time the case went to the jury. The jury verdict was handed down on June 19. Justice McNally declared:

> In order for plaintiff to succeed as a matter of law . . . he must prove independent creation of a new, novel, unique idea or combination of ideas reduced to concrete form, disclosed to the alleged user in the course of a confidential relationship; that is, he must have contractual protection against disclosure, or its equivalent as a matter of law on the unsolicited submission of an idea or combination of ideas, disclosed without a mutually acceptable confidential relationship existent at the moment of disclosure to prevent a public dedication. . . .

## Border TV Plea

ALVIN GEORGE FLANAGAN, San Diego, Calif., radio-TV executive, has petitioned FCC for prompt consideration and immediate grant of his application to originate programs in San Diego for XETV (TV) in nearby Tijuana, Mexico.

Arguing that his application proposes a definite service for the San Diego population and affords "an excellent opportunity to exchange entertainment and information which has a beneficial effect on the culture of each of the nations involved," Mr. Flanagan requests FCC to accord him the same streamlined hearing procedure accorded TV applications in other communities.

## ADA Calls for Hearing On License Extension Bid

CALL for a public hearing on the FCC's proposal to extend TV licenses to three years—same as for radio [B•T, July 27]—came last week from the liberal Americans for Democratic Action. It urged that the public be heard from before the license periods of TV stations are changed. Fact that there will be no program review during a three-year period was cited by ADA as a reason for looking into the change of license terms. Only other comment so far—Sept. 1 is the deadline—was from WAAM Baltimore General Manager Kenneth Carter who said that he was in favor of the proposal.

Commission's proposal last month drew a strong dissent from Comr. Frieda B. Hennock who said that before the license period should be extended the Commission should review the program content of TV stations. In 1951 the FCC announced that it was considering looking into program standards of TV stations, but it has never done anything along these lines.

## Otterman, World Radio Expert, Retires From State Dept.

HARVEY B. OTTERMAN, associate chief of the Telecommunications Policy Staff, State Dept., and international expert in communications and broadcasting, has retired from the department. He is living at Stony Brook, East Orange Road, West Topsham, Vt.

Mr. Otterman was born at Allegheny, Pa., Sept. 17, 1889. He attended Allegheny High School and Carnegie Tech, and holds masters degree in law and patent law from National U. Law School. He is a member of the D. C. bar.

After joining the department in 1909 as a clerk at a yearly salary of $900, he rose to the high telecommunications post as a career diplomat. He has attended more than a dozen international broadcast and communications conferences in official capacities and frequently was chairman of the U. S. delegation. He is known throughout the world for his role in resolving difficult problems at these conferences.

## Belknap Granted Extension

FCC last week granted a 60-day extension to J. E. Belknap & Assoc., giving the community TV organization until Sept. 24 to reply to questions the Commission raised regarding its proposed operation [B•T, June 29]. The Belknap firm, which planned to establish a microwave relay to bring TV programs from Memphis and St. Louis TV stations to Osceola, Ark., and Kennett, Mo., where it intends to feed them to individual subscribers, asked for the 60-day extension. The Commission asked the firm to discuss such questions as (1) whether the proposed relay system should be common carrier, (2) how rates should be handled, and (3) nature of the property rights in program material on the part of the originating TV stations and community distributors.

# TRINITY BROADCAST CASE BEFORE FCC

**Legal ramifications must first be taken in hand, it is indicated. Complaints charge Trinity with unauthorized broadcasts of games played in clubs' home parks.**

FCC's staff is considering both sides of dispute raging between the major league ball clubs and Trinity Broadcasting Co (KLIF Dallas, KLBS Houston), but it probably will be some time before all of the legal ramifications can be worked out and Commission action taken, it was indicated by FCC sources last week.

The Brooklyn Dodgers and the New York Yankees in June filed complaints with the Commission which requested a show cause order on termination by Trinity stations of their "re-creation" of ball games played by the clubs [B•T, June 22]. The complaints charged the stations with unauthorized broadcasting of "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

### Trinity Replies

Several weeks ago, Trinity replied to the complaints and asked their dismissal or denial, contending they represented an attempt to abuse the Commission's processes. Trinity alleged the complaints are the big league clubs' attempt "to involve the Commission in a private controversy," coupled with their desire for the Commission "to become their co-counsel in the $12 million anti-trust suit now pending against them."

Gordon B. McLendon, executive director of Trinity and principal announcer of the alleged unauthorized re-creation of major league games, formerly was associated with the defendant Liberty Broadcasting System, which has a $4 million damage suit pending in U. S. District Court charging restraint and monopoly on baseball broadcasts [B•T, May 18]. The Dodger club is one of three big league clubs named in the LBS suit.

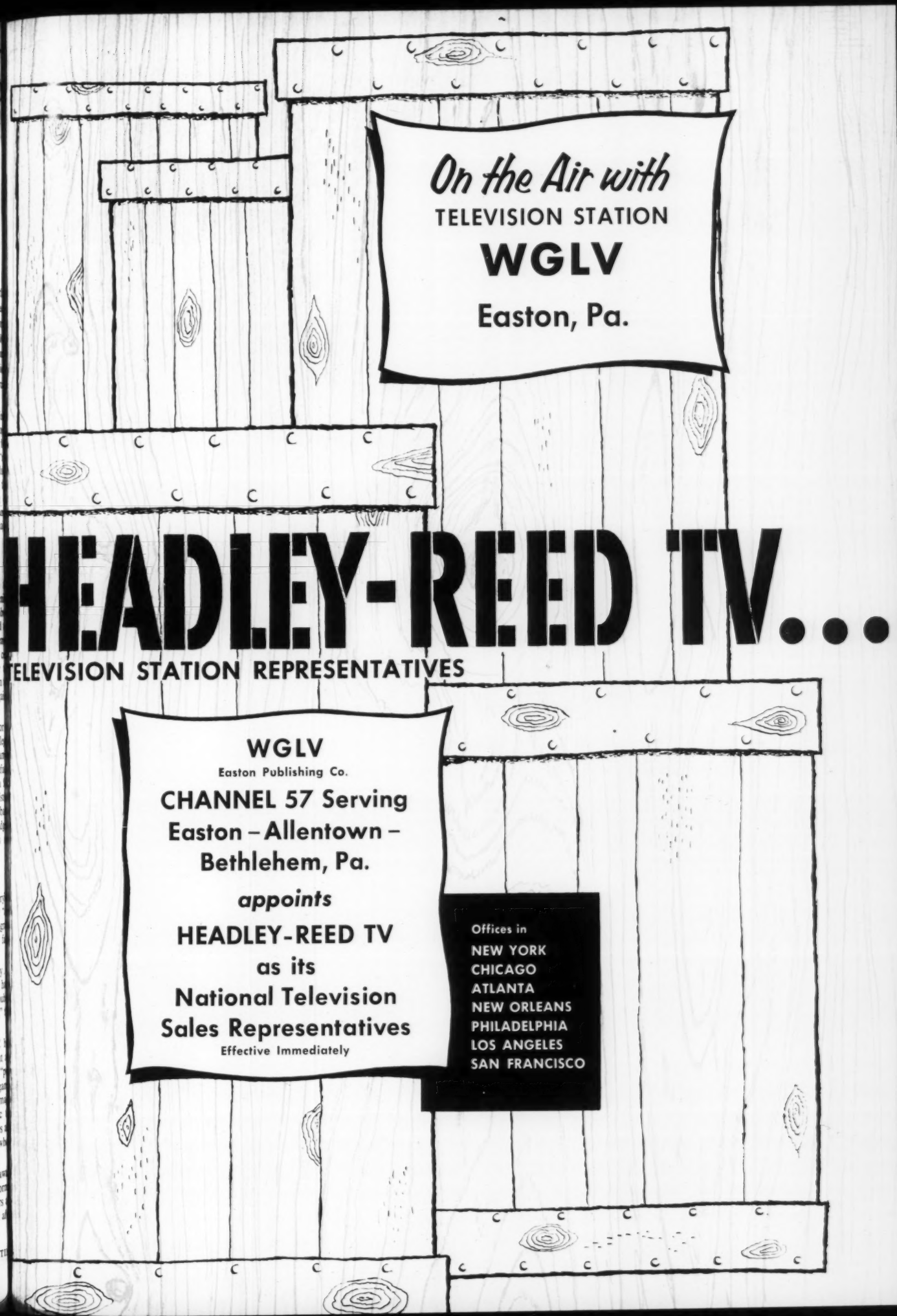
### 'No Court Would Grant'

Trinity charges that the clubs are carrying their complaints to the FCC because they "are only too well aware" that "no court would grant them an injunction or damages and, in fact, they have no legal or equitable rights."

"The reason they have singled out Trinity is because Trinity and Gordon McLendon have led the fight in making available to the public more—and not less—baseball broadcasts," the motion said in conclusion.

The clubs in their complaint to FCC charged that the Trinity stations, "without authorization or consent," had broadcast "purported" play-by-play descriptions of games played in the home parks of various major league clubs, giving the listening public the impression they are authorized by the clubs and are being made directly from the park where the games are being played.

In its motion, Trinity said listeners are aware that the broadcasts are re-created from information transmitted by wire, and that listeners are so informed by the announcer before and after each broadcast.


On the Air with
TELEVISION STATION
WGLV
Easton, Pa.
HEADLEY-REED TV...
TELEVISION STATION REPRESENTATIVES
WGLV
Easton Publishing Co.
CHANNEL 57 Serving
Easton – Allentown –
Bethlehem, Pa.
appoints
HEADLEY-REED TV
as its
National Television
Sales Representatives
Effective Immediately
Offices in
NEW YORK
CHICAGO
ATLANTA
NEW ORLEANS
PHILADELPHIA
LOS ANGELES
SAN FRANCISCO

EASTON EXPRESS

HOME EDITION

FIVE CENTS

98TH YEAR. NO. 191

45 PAGES

Another

# DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

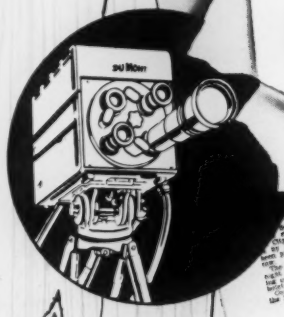
High Power.*

# UHF DELIVERED TO

WGLV-TV

EASTON EXPRESS

*100 KW E.R.P.



DU MONT®

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

Clifton, N. J.

*late propagation tests reveal . . .*

# a new UHF milestone

Throughout the entire market area, preliminary field tests prove conclusively — *that Du Mont has brought UHF to maturity!*

# EASTON, PA.

*Serving the Market Areas of Easton, Allentown and Bethlehem*

## *100% Coverage*

of the area being served including portions of Western New Jersey and communities deep in the valley region.

## *Noise-Free Pictures*

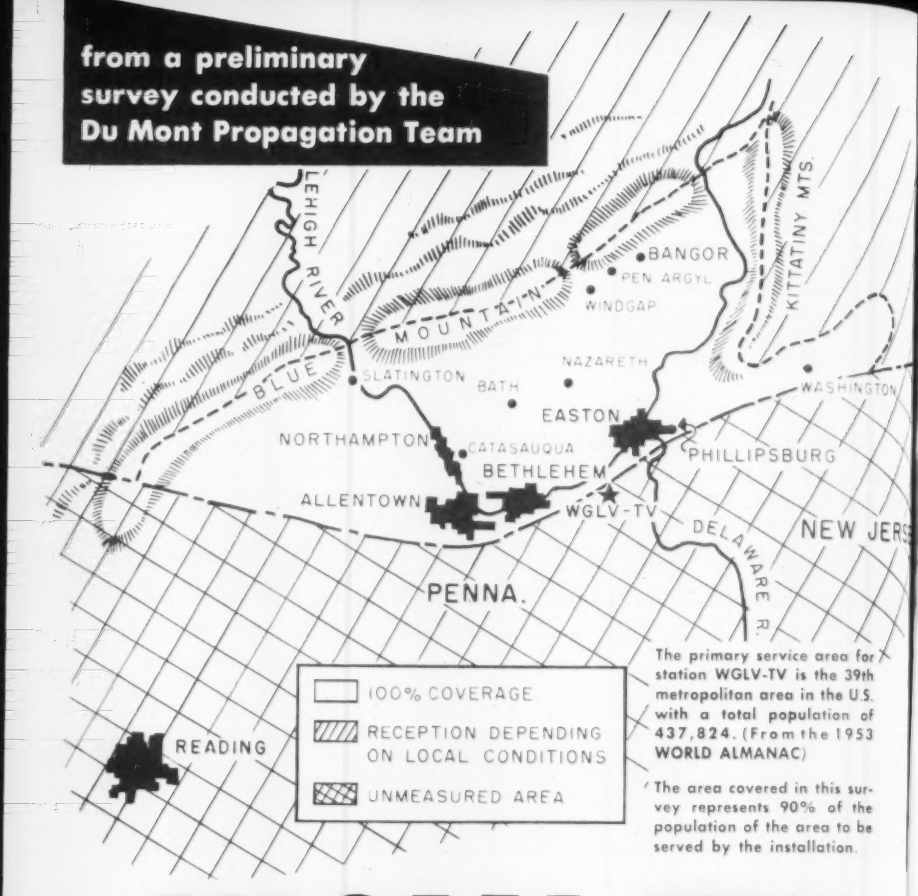
in UHF's severest testing ground serving many communities previously out of television's reach.

## *High-Power Custom-Built Antenna*

one of the most powerful UHF transmitters ever built, coupled with an antenna tailored to this service area, provides a high-level constant signal over the entire metropolitan area without sacrifice of fringe area coverage.

An extract from the survey conducted by propagation experts reveals the amazing performance of the Du Mont 5 KW UHF transmitter in Easton . . .

**from a preliminary survey conducted by the Du Mont Propagation Team**




The primary service area for station WGLV-TV is the 39th metropolitan area in the U.S. with a total population of 437,824. (From the 1953 WORLD ALMANAC)

The area covered in this survey represents 90% of the population of the area to be served by the installation.

# WGLV-TV

During the week of June 29, 1953, a preliminary survey was made to determine the approximate coverage of the new Du Mont 5 KW UHF transmitter installed at Easton, Pennsylvania. A large part of the anticipated service area of WGLV-TV has not yet been explored, but the following facts have been determined based on our investigation covering 90% of the population to be served.

1. WGLV-TV will provide 100% noise-free coverage of the four principle cities — Easton, Pa., Bethlehem, Pa., Allentown, Pa., and Phillipsburg, New Jersey.
2. In addition, the following smaller cities will be 100% covered: Nazareth, Pa., Bangor, Pa., Pen Argyl, Pa., Wind Gap, Pa., Bath, Pa., Slatington, Pa., and Washington, N. J.
3. North and west from the station coverage will be virtually 100% as far as Blue Mountain.
4. Beyond Blue Mountain reception depends largely on local terrain conditions.

The accompanying map illustrates coverage conditions determined to date.

ROBERT P. WAKEMAN, Head
Propagation Department
Research Division
Allen B. Du Mont Laboratories, Inc.

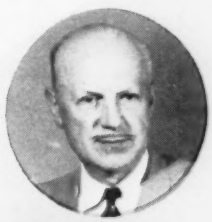
WGL -TV is now on the air — with the latest and most advanced UHF equipment. Transmitting on Channel 57, WGLV-TV enjoys the finest dependability and performance.

The Du Mont UHF transmitter incorporates the 5 KW klystron as final amplifier. Through the use of this tube it will be possible for WGLV-TV to increase power to meet future coverage requirements. At the same time, the station will benefit by superior operating economies inherent in Du Mont design.

Here is proof of Du Mont's leadership in design, development and production of television transmitting equipment.

J. L. STACKHOUSE,
President and General Manager,
Easton Publishing Company,
Publishers of the Easton Express
and owners of
WGLV-TV and WEEX-FM

RICHARD W. HUBBELL,
Assistant to Mr. Stackhouse,
in charge of Radio and TV



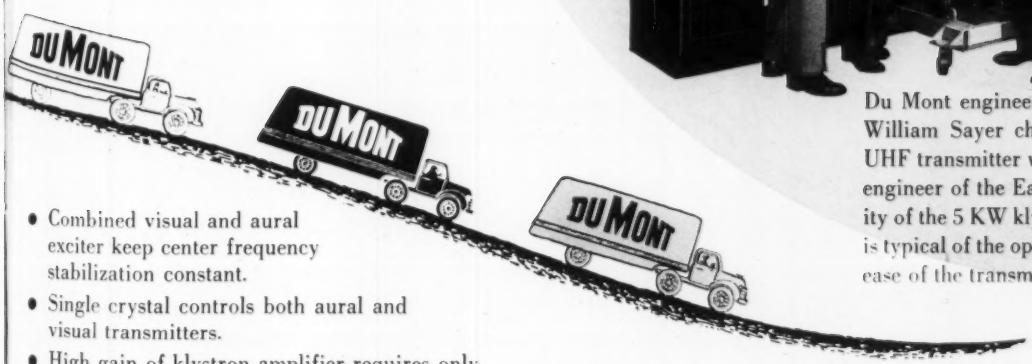
NELSON S. ROUNSLEY,
Station Manager,
WGLV-TV and WEEX-FM

CHARLES R. THON,
Chief Engineer,
WGLV-TV and WEEX-FM

# EASTON, PA.

## *Serving the Market Areas of Easton, Allentown and Bethlehem*

Du Mont engineers William Cothron and William Sayer check out the WGLV-TV UHF transmitter with Charles Thon, chief engineer of the Easton Station. Accessibility of the 5 KW klystron on a roll-out dolly is typical of the operating and maintenance ease of the transmitter.




- Combined visual and aural exciter keep center frequency stabilization constant.
- Single crystal controls both aural and visual transmitters.
- High gain of klystron amplifier requires only very low driving power.
- Fixed cavities need not be replaced in the event of tube replacement.
- Driver in Du Mont UHF transmitter is simple, low maintenance unit using few tubes with ensuing operating economies.
- Clean, simple circuitry throughout transmitter design ensures quick, efficient maintenance and trouble-shooting.
- Klystron delivers longer, more dependable, full-power life than other final amplifier tube designs.

DU MONT DELIVERS THE FINEST...IN TELEVISION TRANSMITTING EQUIPMENT

# DU MONT 5 KW UHF-TV TRANSMITTERS FEATURE EIMAC KLYSTRONS

*Only Eimac Klystrons provide all these qualities for high power UHF-TV*

- **ECONOMY**—low cost made possible through mass production and operating dependability.
- **LIGHT WEIGHT**—weighing only 37 pounds Eimac klystrons can be handled easily for installation and maintenance.
- **VERSATILITY**—three Eimac klystrons span the entire spectrum, 470-890 mc.
- **EXTERNAL CIRCUITRY**—superior electrical and mechanical properties of ceramic cavities allow convenient tuning without physical distortion of tube.
- **RESERVE POWER**—conservatively-rated Eimac klystrons are designed to give long life in television service.

Eimac

**EITEL-McCULLOUGH, INC.**

SAN BRUNO, CALIFORNIA

## KYA Libel Case Set For Calif. Court Appeal

ARGUMENT will be heard Sept. 15 by Superior Court in San Francisco on request of defendants in the KYA San Francisco libel case for a "judgment notwithstanding" verdict.

Judgment of $55,125 was awarded Fern Bruner on Aug. 6 by a jury that found the school teacher had been libeled during a broadcast on KYA. The jury awarded $25,000 punitive damages against James Tarantino, KYA commentator; $5,000 against H. G. Fernhead, KYA general manager, and $25,000 against the station [B•T, Aug. 10].

### Fight Financial

Miss Bruner's fight was financed by the California Teachers Assn. after its ethics commission had cleared her of "Communist" charges allegedly made by Mr. Tarantino, publisher of a magazine which deals with Hollywood film personalities. Mr. Tarantino faces trial next month on a series of criminal indictments charging extortion. These are not related to the KYA libel case.

Testimony failed to convince the jury that the station and commentator had made an effort to comply with request of Miss Bruner and the teachers' group for a retraction. California law absolves a broadcast station from liability if it can prove exercise of due care in editing and censoring of scripts, with responsibility then resting on the commentator.

Gardiner Johnson, attorney retained by the association, voiced belief the verdict was the first in which substantial damages were fixed for radio slander involving false imputations of communism.

## Legion Attacks 'Air Smears'

CHARGING that "vicious vocal propaganda attacks over radio and television" are being made on veterans and other groups fighting communism and fellow-travelers, California State American Legion convention at Long Beach on Aug. 1 unanimously adopted a resolution recommending a full-fledged state legislative investigation of the "smear tactics." The resolution declared that the national welfare is threatened by "this warfare being waged by . . . 'Sixth Column of the Air' propagandists in our midst."

## Writer Sues on Show Idea

A PLAGIARISM suit for $505,000 has been filed in Santa Monica (Calif.) Superior Court against CBS, N. W. Ayer & Son and Electric Light & Power Companies by Hollywood writer John W. Greene.

He charges CBS-TV's *You Are There*, sponsored until recently on alternating weeks by the utilities companies, is based on a radio program idea he co-created and submitted to the network in 1947.

## Mrs. Marie Duffy Dies

MRS. MARIE DUFFY, 54, widow of Capt. Charles G. Duffy, USN, who was chief of the NATO southern headquarters public information division before his death last December, died July 30 in Bethesda Naval Hospital. She lived in Washington, D. C. She is survived by two sons.

## 'Lighting' Plan Denied

PROPOSAL of New York City to turn its street lighting system on and off by means of special signals from the city's WNYC has been turned down by FCC. The Commission held that the plan "would seriously hamper" the Conelrad civil defense system and make the street lighting system vulnerable to control or jamming by saboteurs. New York hoped to save substantial sums in annual operating expense by using WNYC to air special signals which would activate electronic control devices on the street lights.

## KWBR Power Boost Bid Denied by Commission

APPLICATION of KWBR Oakland, Calif., to boost its daytime operating power from 1 kw to 5 kw, last week was denied by FCC on engineering grounds. KWBR presently operates on 1310 kc, with 1 kw unlimited.

KWBR requested FCC to waive its blanket interference rules because a search of the area indicated it was "impossible or impractical" to locate the station in accordance with normal Commission specifications. KWBR therefore asked that it be permitted to maintain its present transmitter site near the center of the northern half of Oakland.

### FCC Comments

In denying the application, FCC pointed out there was no convincing testimony that the search for a suitable site was "exhaustive and diligently pursued" or the "other suitable sites are not available."

In reference to KWBR's offer to correct cross modulation interference, FCC concluded it did not believe it would be feasible "for the applicant to make satisfactory adjustments of complaints."

KWBR engineering witnesses, however, testified that the station could correct cross modulation and blanket interference complaints from listeners in the area.

## FM Ch. 290 Change Proposed By FCC for New York

PROPOSAL to delete Class B FM Ch. 290 from New York City and assign it to Bay Shore, N. Y., has been made by FCC. Comments are due Aug. 31. The channel switch was requested by Great South Bay Broadcasting Co., Ch. 290 applicant at Bay Shore, 38 miles from New York City.

## New AM Conductivity Map

NEW ground conductivity map for AM radio, prepared by FCC engineers with the assistance of the National Bureau of Standards, is to be included in Part 3 (standard broadcast) of the rules of the Commission, according to a proposed rules change announced recently. The new map would replace Figure 3 of the AM standards. New Sec. 3.36 also would be added to the rules to govern the issuance of field test authorizations. Comments are due Sept. 10.

## FTC, AAAA, ANA Hold Parley; More Compliance Is Purpose

MORE and greater compliance with the law rather than a relaxing of the Federal Trade Commission's position on unlawful advertising claims was described as his purpose by FTC Chairman Edward F. Howrey at a July 30 meeting of FTC staff officials with representatives of American Assn. of Advertising Agencies and Assn. of National Advertisers.

The FTC, AAAA and ANA representatives, meeting for the third time, agreed on the practicality of forming a committee of advertising men from the two associations to offer help to the FTC where problems arise in the advertising industry as a whole, but not in specific cases involving individual companies. The FTC said it would study the suggested committee project.

Chairman Howrey said he believed the FTC should seek voluntary settlement of unlawful advertising claims where possible in "fringe" offenses, so it may "concentrate on bringing to justice the willful and flagrant violators." The FTC said the group recognized a need "for a better dissemination throughout the industry of FTC decisions on advertising matters."

Frederick R. Gamble, AAAA president, and Paul B. West, ANA president, headed delegations from the two advertising associations at the meeting.

## Parrish, Akerman to FTC

CHAIRMAN Edward F. Howrey of the Federal Trade Commission Friday announced FTC appointment of Robert M. Parrish, St. Paul, Minn., formerly of the National Production Authority counsel staff, as executive director of FTC, and Alex Akerman Jr., former Orlando, Fla., municipal judge and member of the Florida Legislature, as secretary and director of FTC's Bureau of Administration. They will fill the dual vacancy created effective next Friday by the resignation of D. C. Daniel as FTC secretary and executive director.

## Washburn to Aid Streibert

PRESIDENT EISENHOWER last week appointed Abbott Washburn as a special assistant to Theodore C. Streibert, director of the U. S. Information Agency and former MBS board chairman. Mr. Washburn, of Minneapolis, who is a deputy to C. D. Jackson, acting head of the Psychological Strategy Board, will be liaison man between USIA and the White House.

## WWEZ Action Protested

REQUEST of WWEZ New Orleans for removal of the educational reservation on vhf Ch. 8 there has met with local, state and national opposition. WWEZ seeks Ch. 8 for commercial use. The Joint Committee on Educational Television, the Greater New Orleans Educational Television Foundation and the Louisiana Special Legislative Television Committee have filed petitions with FCC protesting the WWEZ move. They pointed out there is extensive local effort to make use of the educational facility.

# WGLV (TV) TEST OFFERS PROOF OF UHF QUALITY

**Clear pictures transmitted 70 miles from Easton, Pa., to New York, in demonstration of WGLV's DuMont Labs-made, 5-kw, Klystron-powered uhf transmitter, leads DuMont Labs' Dr. Thomas Goldsmith Jr. to declare uhf signals now are as strong, reliable and free from interference as vhf.**

DRAMATIC PROOF that uhf TV signals need not be inferior to those in the vhf range was offered Tuesday, when clear pictures of top quality were received at the Empire State Bldg. in New York from WGLV (TV) Easton, Pa., telecast some 70 miles on uhf Ch. 57.

"Today, uhf reached maturity," declared Herbert E. Taylor Jr., manager of the television transmitter division of Allen B. DuMont Labs, which had arranged for the long-distance telecast to demonstrate the virtues of WGLV's DuMont 5-kw Klystron-powered uhf transmitter, first installation of its kind, which was to begin regular commercial operation Friday, when WGLV formally inaugurated its regular program service.

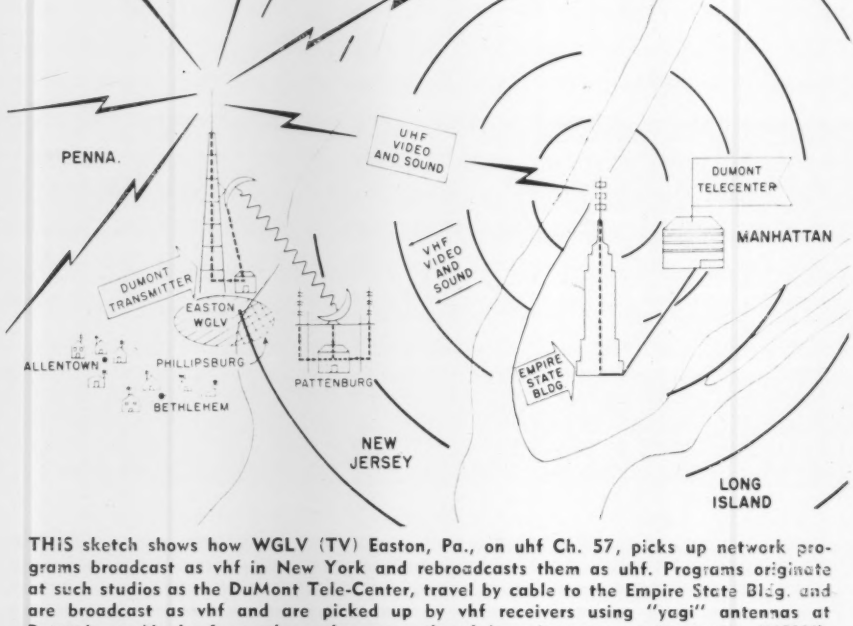
Speaking from Easton, where he conducted a televised tour of WGLV's transmission facilities, Thomas T. Goldsmith Jr., DuMont director of research, stated: "This new DuMont transmitter definitely puts uhf broadcasting and reception on a competitive par with the longer established vhf stations. This transmitter is more than a new piece of electronic equipment. It is the actuality of what the FCC envisioned when it made allocations for 1,436 new TV stations in these higher frequencies."

Declaring that "for the first time a uhf TV station is broadcasting a signal which is as strong, as reliable and as free from interference as are vhf signals," Dr. Goldsmith stated that from now on uhf will be of importance to advertisers, manufacturers of receivers and converters, TV networks and the viewing public.

"Advertisers," he said, "will know that their dollars spent for commercials and time are resulting in sharp reproductions of their programs and messages. Manufacturers will find a strong demand for uhf receivers and converters. Television networks will know that uhf affiliates are strong and worthy affiliates. And most important, the American public in almost every village and hamlet will eventually know good television reception and from not one, but three and four different stations."

Describing the new DuMont 5-kw uhf transmitter, Dr. Goldsmith noted that the output power is developed in the 5-kw Eimac Klystron, a "radical" new development in power tubes. The WGLV transmitter contains two of these tubes, metal and glass and ceramic cylinders about five feet long. One amplifies the picture signal, the other the sound signal, coming from the program location, and the tubes amplify these signals to 5 kw. The 20-gain antenna steps up this signal again to give an effective radiated power of 100 kw.

An additional advantage of this transmitter, DuMont engineers said, is the way it uses the "cavities" or tuning units as a part of the transmitter and entirely divorced from the tube. This allows for much simpler transmitter design and operation, they explained, making the job of tube-changing one that can be done rapidly without interrupting TV service to viewers.




**THIS sketch shows how WGLV (TV) Easton, Pa., on uhf Ch. 57, picks up network programs broadcast as vhf in New York and rebroadcasts them as uhf. Programs originate at such studios as the DuMont Tele-Center, travel by cable to the Empire State Bldg. and are broadcast as vhf and are picked up by vhf receivers using "yagi" antennas at Pattenburg, N. J., from where they are relayed by microwave equipment to WGLV's 471-ft. tower at Easton, fed to the station's new DuMont 5-kw TV transmitter and rebroadcast as uhf. WGLV was to start commercial programming last Friday.**

## Bouncing Baby TV Station

WESTERN UNION "Storkgrams" are being sent to friends of WGVL-TV Greenville, S. C., announcing the birth of a new television station. The "Storkgram" says, "Announcing new arrival: Presented to Greenville, S. C., Aug. 1, 1953.

"Name—WGVL-TV.
"Weight—It's been a darn'd long one.
"Size—17 kw.
"Address—Ch. 23.
"Condition—Excellent. Look in any time.
"Godparents—ABC, NBC and DuMont."

Robert E. Wakeman, research engineer in the DuMont wave propagation department, reported that through the painstaking selection of WGLV's antenna site, atop Gaffney Hill with the antenna 1,460 feet above sea level, and the use of a 10-secant antenna which spreads the signal evenly, the station has good coverage throughout the whole Lehigh Valley, with 100% coverage in the Easton-Bethlehem-Allentown area.

This statement was backed up by Paul Godley, consulting radio engineer, who said that a survey of the area made by his organization showed the ability of "a well engineered uhf station to saturate the region with sharp, ghost-free pictures," and that initial findings made since WGLV began test transmissions indicate that this station greatly exceeds the 1,000 microvolts-per-meter signal strength required to deliver a noise-free signal. Comparisons of the WGLV signals with those of four vhf stations in the New York City-Philadelphia area and two other uhf stations in Pennsylvania showed WGLV laying down superior signals at all of 36 locations throughout the area, he said.

Mr. Godley said he believed an effective radiated power of 100 kw would be enough to provide thorough coverage of most markets and if a station wanted more than the coverage that power would provide the desire would be based on economic reasons rather than engineering ones. That is, he said, if a station wants more coverage it will be because its management believes it can sell this additional coverage to national advertisers and for that reason only.

### Perfect Marriage

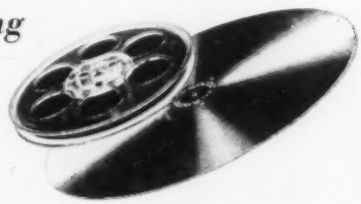
Edward Berman, manager of new market development, DuMont TV receiver division, called the demonstration the "perfect marriage" of transmitter transmission and receiver reception and said: "This scuttles the theory that uhf won't work." All manufacturers, he said, have been holding distributor, dealer and servicemen meetings in and around Easton "because what happens in Easton may well determine the fate of uhf in the whole country."

There are 126,000 homes in the Greater Lehigh Valley, Mr. Berman reported, with 97,000 of them, or 77%, now having TV. Some 15,000 of these sets are already converted to receive Ch. 57, meaning WGLV. Network programs from New York and Philadelphia will be relayed to the station via a microwave link at Pattenburg, N. J., about 17 miles from Easton. WGLV will be affiliated with the DuMont and ABC-TV networks.

The demonstration was concluded with a program telecast by WABD (TV) New York, key station of the DuMont Network, and received at the Empire State Bldg. on three receivers via three routes. One set received the WABD telecast off the air from that station; the second set

*for the*
# FINEST
*in recorded sound*

***America's leading phonograph record manufacturers use audiotape* for the original sound and audiodiscs* for the master recording***



NO ONE listens to recorded sound with a more critical ear than the professional recordists who make America's finest phonograph records. Here there can be no compromise with quality.

That's why it's significant that so many of them repeatedly specify Audiotape and Audiodiscs to meet their most exacting requirements. For example, it was found that 29 of the 30 best selling records of 1952 were made from Audiodisc masters. And over 43% were first recorded on Audiotape before being transferred to the master discs.

Remember – you get this same superlative sound by using Audiotape and Audiodiscs in *your* recording work.

**AUDIO DEVICES, Inc.**

444 MADISON AVE., NEW YORK 22, N. Y.
Export Dept.: 13 East 40th St., New York 16, N. Y.
Cables "ARLAB"

**audiodiscs**
**audiotape**
**audiofilm**
**audiopoints**

*Ⓡ The exclusive trade-mark of Columbia Long Playing Records – Reg. U.S. Pat. Off.*
** Trade Mark. Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris*

got its image off the line; the third received the program from WGLV, which was picking up and rebroadcasting the WABD signal. To at least one observer, there was no apparent difference in the three images.

Mr. Taylor concluded the session by stating that it hadn't been easy for DuMont to hold back in the uhf field until the company had what it felt was the right equipment. "Of course, we lost some sales as a result," he said, "but we believe this equipment is right and that waiting was worthwhile. I'm sure we're going to do many millions of dollars worth of business in the high power uhf transmitters in the next few months, with much of it coming from uhf stations now on the air with low power."

**DUMONT and WGLV (TV) executives see the result of the station's transmission test with DuMont's 5 kw uhf transmitter. Standing by a receiver in New York's Empire State Bldg. are (l to r) Chris J. Witting, DuMont TV Network director; Richard Hubbell, WGLV's TV activities chief; Herbert E. Taylor, DuMont Transmitter Division manager; Edward Berman, new market development manager, DuMont Receiver Division; James B. Tharpe, Transmitter Division sales manager; J. L. Stackhouse, WGLV president and publisher of the *Easton Express*; Robert Wakeman, propagation head, DuMont Research Division, and Ted Bergmann, network general manager.**

## Esau Resigns KTUL Post To Give Time to KTVQ (TV)

JOHN ESAU, vice president and general manager of KTUL Tulsa and other Griffin radio-TV interests, has resigned effective Sept. 1 to devote full time to personal enterprises, including the new KTVQ (TV) Oklahoma City, granted in February and scheduled to take the air late next month on Ch. 25.

**Mr. Esau**

The resignation winds up a 17-year tenure with KTUL and the Griffin interests. In this period he developed the first Tulsa exclusive radio center at Boulder-on-the-Park where KTUL studios are housed.

Mr. Esau, 43, has been in Tulsa since 1932 when he set up a display and advertising agency. He became KTUL promotion manager in 1935 and was named vice president and general manager in 1940. He will maintain his home at 2811 S. Cincinnati St., Tulsa.

John T. Griffin, president of Griffin Grocery Co. and head of the Griffin radio-TV interests, voiced regret at Mr. Esau's departure, crediting him with winning the organization's prominent place in Southwest broadcasting. He cited acquisition of KFPW Fort Smith, Ark., and development of the new KATV (TV) Little Rock, soon to take the air, among Mr. Esau's achievements.

Mr. Esau served from 1950-51 on the NARTB board as director-at-large for medium stations.

## Post Race—Post Haste

WNBK (TV) Cleveland conducts its private race against time each weekday to present a film review of the feature horse race at Randall Park to viewers of Tom Manning's program, starting at 6:30 p.m. Immediately after the race is photographed, the films are processed at a laboratory in a specially-equipped truck at the track and sped to the station's studios more than 15 miles away.

## Lamb Buys Bryant Corp.

EDWARD LAMB Enterprises Inc. has acquired full ownership of C. L. Bryant Corp. of Cleveland, it was announced last week. Bryant manufactures gas and oil furnaces, gas conversion burners and incinerators. Payment was in cash. Edward Lamb Enterprises is owned by Edward Lamb of Toledo, who is publisher of the *Erie* (Pa.) *Dispatch-Herald* and owner of WMAC-TV Massillon-Canton, Ohio; WICU-TV Erie and purchaser of the CP for WTVQ (TV) Pittsburgh. He owns the radio outlets WTOD WTRT (FM) Toledo, WHOO-AM-FM Orlando, Fla., and WIKK Erie, Pa.

## WOR-TV Plan Adds 'Hickok'

ADDITION of *Wild Bill Hickok* as the latest filmed network program to be presented over WOR-TV New York under the "Double Exposure" plan has been announced [B•T, July 13]. The program started July 31 in the Saturday, 5:30-6 p.m. spot. The Kellogg Co. sponsors *Wild Bill Hickok* through the Leo Burnett Co.

## WSAZ-TV Rejects Ad For 'War of the Worlds' Film

WSAZ-TV Huntington, W. Va., has rejected advertising of the Paramount Pictures film "War of the Worlds," as "unsuitable for home entertainment." The station acted on its own initiative and explained it is a subscriber to the NARTB Television Code.

"We feel that a horror picture is one which perhaps is best suited to theatre entertainment where the viewer has a wide latitude of choice as to whether he attends or not," Lawrence H. Rogers, WSAZ-TV vice president and general manager, wrote Terry Turner, of General Teleradio Inc., replying to a request for schedule on the advertising.

"I hasten to assure in advance that this is not a categorical action with regard to the motion picture industry," Mr. Rogers wrote. "It has only to do with the promotion material itself and the general subject matter of the movie in question. . . . There is no question that under our standards of operation, the 'War of the Worlds' is a motion picture which would be unacceptable for telecast on WSAZ-TV. We feel that a horror picture of this calibre is one which perhaps is best suited to theatre entertainment where the viewer has a wide latitude of choice as to whether he attends or not.

"To perform this show in the living rooms of our coverage area we believe would be a distinct disservice to the community and the area thus we feel the same thing applies to lurid advertisements of the picture itself. I cannot impress upon you too strongly the distinction between the rejection of the advertising of this movie and our wholehearted acceptance of advertising of any other motion pictures of the same calibre as our normal home entertainment.

"We believe that it is our duty under our license to protect our viewers from spectacles such as the 'War of the Worlds.' We agree wholeheartedly with the thought that they should pay admission to see this in our neighborhood movie theatres if they are of a mind for this type of diversion."

## Murphy to KSTM-TV Post

PROGRAM director for KSTM-TV St. Louis which expects to begin telecasting Sept. 27 on uhf Ch. 36 as the city's first post-freeze TV outlet, will be Edward F. Murphy, William E. Ware president, said last week.

**Mr. Murphy**

Mr. Ware said Mr. Murphy has had more than 19 years experience in radio and TV, including appearances on the four major radio networks and program and production positions with WGN-TV Chicago and WSYR Syracuse.

## John R. Speer of WKZO Dies

JOHN R. SPEER, 43, died Aug. 10 in Kalamazoo, Mich. A pioneer radio-TV showman, Mr. Speer was head of programming of WKZO-AM-TV that city. He also had held the position of continuity chief at WGRD Grand Rapids, Mich.

**...The Only Low-Band VHF Station in Rich Central New York**

**WSYR-TV** channel 3

*Write, Wire, Phone or Ask Headley-Reed*

*NBC Affiliate in Central New York.*

## Off Watch, Wins Watch

HARRY GUNTHER, conductor of the *Insomnia Club* on KOMA Oklahoma City, told listeners he would give a Longine-Wittnauer watch to the writer of the most interesting letter during that particular week. Ship fireman Edward J. Lewis listened and decided to write. He won the watch when his letter explained that Mr. Lewis heard the program during off-duty hours on a tiny five-tube set aboard the Matson freighter *Hawaiian Forester*, just out of Kahului, Hawaii, 3,500 miles from Oklahoma City.

# YODER IS SHIFTED TO CLEVELAND POST

APPOINTMENT of Lloyd E. Yoder, general manager of KNBC San Francisco, as general manager of WTAM-AM-FM and WNBK (TV) Cleveland was announced last week by Charles R. Denny, vice president in charge of NBC's o & o division.

Replacing Mr. Yoder at KNBC, Mr. Denny added, will be George Greaves, who has been serving as assistant general manager of the station since August 1945. Both appointments take effect immediately.

### Succeeds Shea

In his new post, Mr. Yoder succeeds Hamilton Shea, who recently was promoted to general managership of WNBC-AM-FM and WNBT (TV) New York. Mr. Yoder's responsibility will be enlarged to include managing an NBC television station as well as a radio station.

Mr. Yoder joined NBC in 1927 as manager of the Western Division press department. He was appointed general manager of KNBC (then KPO and KGO) in 1937 and was transferred to Denver in 1939 as general manager of KOA, then an NBC o & o station. He returned to KNBC as general manager in 1951.

Mr. Greaves has been with KNBC more than 25 years, having joined the station in 1928 as a member of the engineering staff. He was designated chief engineer in 1942 and assistant general manager in 1945.

## Poole Gets 50-Yr. USFS Lease For Mt. Wilson Transmission

FIRST 50-year lease ever granted any station by the U.S. Forest Service was awarded John Poole Broadcasting System for its transmission center on Mt. Wilson. The center houses three stations: KPIK-TV Los Angeles, KEHT (TV) and KFWB-FM Hollywood.

The Forest Service previously granted only one year permits to stations for lands under its control, but Congress last year authorized long-term leases.

## WKLO-TV Names Taylor

WKLO-TV Louisville, slated to go on air in September, has appointed O. L. Taylor Co., N. Y., as representative. Station, on uhf Ch. 21, is affiliated with ABC and DuMont. Joe Eaton is general manager.

# THREE NEW TV MARKETS OPEN; WTVI FIRST UHF IN ST. LOUIS AREA

**Four stations due to be in operation today (Monday) comprise operations in Easton, Wichita, Austin, and Belleville. They bring the nation's television outlets to 212.**

THREE former non-television markets and one former single-station TV market were to be available to television advertisers today (Monday).

A single-station market, now opened to a second TV outlet in the area, is St. Louis, ranked as the U. S.'s ninth largest market by J. Walter Thompson Co.

WTVI (TV) Belleville, Ill., across the river from St. Louis, went on the air Aug. 10. Assigned uhf Ch. 54, it is the area's first uhf station to begin operating, according to John Hyatt, WTVI's vice president.

The other new stations, which were to have gone on the air over the past weekend and today, are WGLV (TV) Easton, Pa., uhf Ch. 57; KEDD (TV) Wichita, Kan., uhf Ch. 16, and KMMT (TV) Austin, Minn., vhf Ch. 6. Only KMMT has an AM affiliate (KAUS Austin); the other three stations are TV-only operations.

The population of the newly opened markets, plus St. Louis where KSD-TV has operated since 1947, is nearly two million. Retail sales in the four markets, figured on a trading area basis, amount to more than $950 million.

KEDD Wichita serves the largest city in Kansas—a population of 168,279, according to the 1950 census. Sedgwick County, which KEDD is expected to cover, had a 1950 population of 222,290.

Retail sales in this previously non-television market amounted to $301.4 million for Wichita and $337 mililon for Sedgwick County, according to *Sales Management's* 1953 estimates.

WGLV is the first TV outlet in Easton and the second in Northampton County (WLEV-TV Bethlehem started on uhf Ch. 51 last April). WGLV officials say the station will reach well beyond the boundaries of Northhampton County (see story page 76), where the population totals 185,243 (Easton's 1950 population was 35,632).

Easton's retail sales exceed $75.6 million annually, says *Sales Management*, while those in Northampton County are over $214.5 million annually.

KMMT, which is to go commercial today, is the first TV station in Minnesota's seventh largest market; the 1950 census gave Austin a population of 23,100 and Mower County, in which it is located, 42,277. Retail sales in Austin, *Sales Management* figures indicate, are over $36 million annually; in Mower County they're more than $50 million.

Retail sales in the three new areas open to

**LIBERACE came to Denver for a piano concert and was honored guest of KBTV (TV) there at a luncheon held in the station's new $500,000 TV studios. Sharing the head table are (l to r) George Liberace, brother and fellow-performer of the piano artist; Jerry Lee, KBTV commercial manager; Liberace; Joe Herold, KBTV station manager; Clint Bowman, president, Bowman Biscuit Co. (which sponsors Liberace in Texas), and W. D. Pyle, KBTV president. In foreground is Bill Prescott, account executive, Ball & Davidson, Advertising.**

## WGEM-TV Completes Tower

WGEM-TV Quincy, Ill., has completed its 600-foot tower and WGEM General Manager Joe Bonansinga states its 75-foot antenna will be hoisted into place to make the structure a total 675 feet. The station's announced target date is Sept. 1.

## New Studios for WHYN

CONSTRUCTION of new radio and TV studies for WHYN-AM-FM-TV Springfield-Holyoke, Mass., will begin about Sept. 1, a station spokesman has reported. The new location will provide facilities for live audience participation programming for TV, new radio studios and enlarged modern business offices.

AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION

## FULL-FEATHERING Propellers Put Greater Surety "Out Front"

American took a big step forward in passenger safety in 1937, when, on its DC-3 Flagships, it began to use full-feathering propellers that had been designed and built by the Hamilton Standard Propeller Company in conjunction with American Airlines.

Until then, propellers had just two pitches—one to use for take-off, the other for cruising. The new propeller could be "feathered"—its blades turned so that only the edges faced the airstream – in case of engine failure.

With these full-feathering propellers, the drag of a dead engine could be minimized. And the fact that the propeller remained stationary instead of turning, further reduced the risk of motor vibration and increased passenger safety. Thus it is not surprising that full-feathering propellers with automatic controls are now standard equipment the world over for commercial aircraft.

The introduction of the full-feathering propeller is only one of many milestones in the history of air transportation that have been inaugurated by American Airlines.

AMERICAN AIRLINES INC.

*America's Leading Airline*

Retail sales in the three new areas open to video timebuyers for the first time are over $601 million annually, for a population of nearly a half-million people.

With KMMT on the air, the total number of commercially operating TV stations in the U. S. and territories is 212. KUHT (TV) Houston, the nation's only noncommercial educational outlet that is programming, raises the total to 213.

Vhf outlets now total 160; post-thaw vhf, 53; uhf (all post-thaw), 51; commercial post-thaw (total), 104.

WTVI is operating with an effective radiated power of 20.7 kw. Its studio-transmitter location, 6½ miles from downtown St. Louis, is atop Illinois Bluffs, said to be the highest point in the area.

More than a half million dollars in business was signed by the WTVI sales staff before the outlet began telecasting, according to a station spokesman. He also said it is estimated that 100,000 sets in the St. Louis area are equipped to receive uhf Ch. 54.

Technicians from the Philco Corp., who have been measuring the signal strength of WGLV with a mobile laboratory, report that the uhf Ch. 57 station is covering the Easton area with a signal varying from 3,800 microvolts to 45,000 microvolts. Uhf signals of 550 microvolts and over are completely snow-free, they said. The technicians found "no dead spots" in the Easton-Phillipsburg, Allentown and Bethlehem areas. According to them, the WGLV signal in downtown Easton was 1,000 times stronger than the nearest uhf station and 100 times stronger than the best vhf signal from Philadelphia stations.

Harold G. Cowgill, general manager of WTVP (TV) Decatur, Ill., began testing on uhf Ch. 17 Aug. 10. By late last week, the date for commercial operation had not been established definitely, but it was believed by station officials that regular programming would begin early this week—perhaps today or tomorrow. The ERP is 17.1 kw.

Arden Braddock, for KFAZ-TV Monroe, La., said testing began Aug. 11 over uhf Ch. 43. An Aug. 24 commencement for commercial programming is contemplated.

Pittsburgh's second uhf station, WENS (TV) on uhf Ch. 16, plans its commercial debut Aug. 23. WKJF-TV, uhf Ch. 53, started a fortnight ago [B•T, Aug. 3].

Howard Barrett, general manager of KRBC-TV Abilene, Tex., vhf Ch. 9, expects the station will go on test pattern early this week and will start commercial programming Aug. 30. Mr. Barrett said a "comprehensive survey of distributors and dealers plus the RETMA figures through May 29 shows there is a total of 6,154 sets in the KRBC-TV area."

Dr. Adolph A. Suppan, director, extension program, Wisconsin State College, Milwaukee, reported last week that 16% of all those called in the current set survey say they will be able to receive WCAN-TV on uhf Ch. 25. There are 46% who intend to convert within 90 days, Dr. Suppan said. He said these figures indicate that there are about 70,000 uhf-equipped sets in the area and 192,000 additional sets ready for uhf within three months.

H. Moody McElveen Jr., manager of WNOK-TV Columbia, S. C., assigned uhf Ch. 67, said the first Andrew Corp. copper clad wave guide was installed last week. He asserted transmission line loss with the new Andrew wave guide is 7½%, "which is far less than the line loss resulting from the usual coaxial cable system."

The station's DuMont antenna also was installed last week. Mr. McElveen said component parts of a 5 kw DuMont Klystron transmitter are being shipped now and that testing should begin late this month. Commercial operation is slated for Sept. 1, he said.

William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., advises that studios are nearly completed and installation of equipment has begun. He said KTVE will go on the air with full power Sept. 20.

Hecht S. Lackey, president-general manager of WEHT (TV) Henderson, Ky., uhf Ch. 50, says the outlet, which plans an Oct. 1 debut, will be a CBS-TV affiliate. He claims the station will cover a population of 362,000 with retail sales of more than $338 million.

**HAWAIIAN Broadcasting System executives breaking ground for the new $100,000 KGMB-AM-TV Honolulu Radio-TV Center, to be located adjacent to the present KGMB building and which will house a 5,400 sq.-ft. TV studio, are (l to r) Dan Hunter, chief engineer; J. Howard Worrall, president; Wayne Kearl, assistant general manager, and Akiyoshi Hayashida, head of KGMB's Japanese Dept.**

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

**ARIZONA**

KIVA-TV Yuma, vhf Ch. 11, August.

**CALIFORNIA**

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. 28, noncommercial educational, August (now on test pattern).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KSBW-TV Salinas).

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and NBC-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KMBY-TV Monterey).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

**COLORADO**

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., late August.

**CONNECTICUT**

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

**FLORIDA**

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 30.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

**GEORGIA**

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22 (test pattern started July 25).

**ILLINOIS**

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV, Aug. 10.

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 18.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

**IOWA**

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

**KANSAS**

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

**KENTUCKY**

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

**LOUISIANA**

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 30, Sept. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 24 (test pattern started Aug. 11).

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 15.

**MAINE**

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

**MICHIGAN**

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

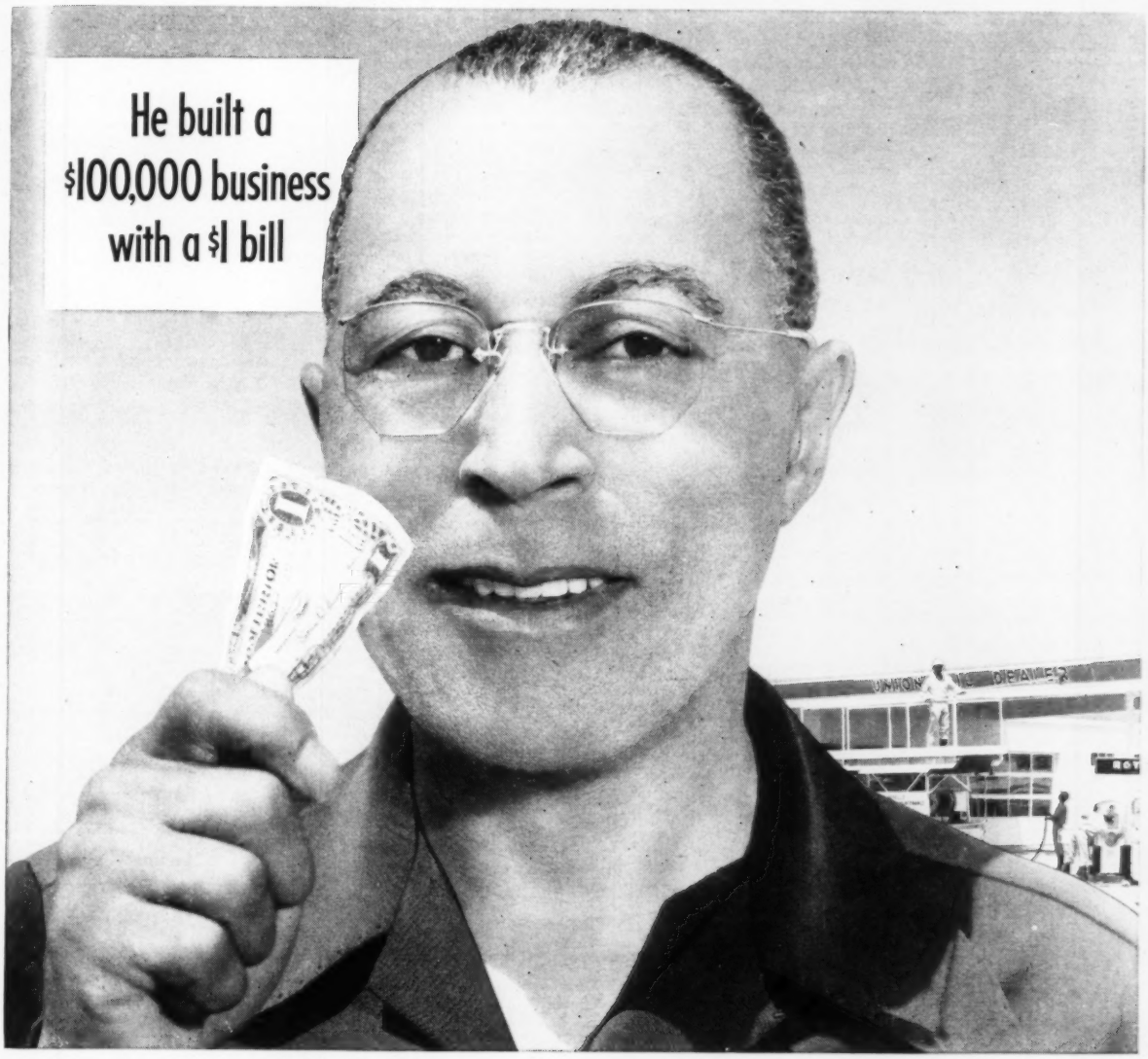
**MINNESOTA**

KMMT (TV) Austin, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

**MISSISSIPPI**

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV,




**1. George Sevelle,** at 26, had been a waiter, window dresser, candymaker and race driver's mechanic. In spare moments, he dabbled in home chemistry. Through this hobby he developed a paint cleaner and preserver. In 1939, he brought his product to Union Oil.

**2. Sevelle demonstrated** how it could be used to "launder" our service stations with better results and for less money than we had been spending. Naturally we were interested in improving station appearance at less cost. So Sevelle took on the job of cleaning several Union Oil stations on a regular schedule. He was in business for himself.

**3. The sole drawback** was that Sevelle had no truck to haul his equipment from station to station. His capital consisted of a single dollar. So Union Oil agreed to lease him one truck. He did such a good job that his contract was soon expanded to cover 150 stations.

**4. Today Sevelle** is almost an institution. He contracts for the cleaning of all Union Oil stations in 7 western states. He operates a fleet of trucks and several house trailers where his crews live in comfort. On top of running a $100,000-a-year business, he's a Southern California community leader, an active member of five local organizations.

**5. This story** is important, we think, for several reasons. First, it's a real rebuttal to the defeatists who say there's no opportunity left in the U. S. A. for a go-getter who'd like to be his own boss. We say (and Sevelle seconds us) that there's ample room for the ambitious to spread their wings.

**6. Sevelle's success** also points up something many people don't realize—the relationship between big and small business in every field of industry is healthy and helpful. Each is dependent on the other. So as Union Oil grows, it helps other enterprises grow, too. After all, any company keeps on growing only as long as it pleases people.

**UNION OIL COMPANY**
**OF CALIFORNIA**
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

*This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.*

**Manufacturers of Royal Triton, the amazing purple motor oil**

CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

**MISSOURI**

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

**MONTANA**

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingbery Co., August (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Oct. 15.

**NEW YORK**

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, August 20.

**NORTH CAROLINA**

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

**OHIO**

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall '53.

WUTV (TV) Youngstown, uhf Ch. 21, August.

**PENNSYLVANIA**

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 14 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), Aug. 23.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

**SOUTH CAROLINA**

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1.

**TENNESSEE**

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., September.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair TV, Sept. 15.

**TEXAS**

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 30.

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 20.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by O. L. Taylor Co., Sept. 1.

KETX (TV) Tyler, Tex., uhf Ch. 19, represented by Headley-Reed TV, Aug. 30 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

**VIRGINIA**

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 1.

**WASHINGTON**

KIT-TV Yakima, uhf Ch. 23, August.

**WEST VIRGINIA**

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

**WISCONSIN**

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

## Stations Make Plans For Corn-picking Event

NEXT meeting of the National Mechanical Corn-Picking Contest Assn., with membership comprising representative radio stations and other groups, will be held in Bloomington, Ill., Oct. 23.

First official meeting of the association was conducted in Chicago Aug. 4, with Chuck Worcester, WMT Cedar Rapids, and Norm Kraeft, WGN Chicago, presiding as president and vice president, respectively. State and national competition will be held in Bloomington that week, with WGN and the Bloomington Normal Junior Chamber of Commerce serving as national hosts. Both sponsor the state contest.

Attending the first meeting were:

Jim Chapman, WKFD Worthington, Ohio; Grant Ritter, WEKZ Monroe, Wis.; Bill Mason, WIBC Indianapolis; Chuck Worcester, WMT, Cedar Rapids, Iowa; C. L. Hamilton, National Safety Council, Chicago; Wendell Bowers, U. of Illinois, Champaign; John C. Steele, U. of Nebraska, Lincoln; K. E. Huddleston, Farm Equipment Inst., Chicago; R. M. Oakley, John Deere, Des Moines, Iowa; Jack Medley, Massey-Harris, Racine, Wis.; R. R. Poynor, International Harvester, Chicago; Elmer G. Carlson, Carlson Farms Inc., Audobon, Iowa; George D. Pedigo and Joe Morgan, Oliver Corp., Chicago; and D. H. Daubert, J. J. Case Co., Racine, Wis.

Bruce Dennis, Jim Hanlon and Norm Kraeft represented WGN at the meeting.

## Molony Takes WEHT (TV) Post

DONALD P. MOLONY, former director of TV productions and an account executive at WJIM-TV Lansing, Mich., has been named assistant general manager and manager of TV operations for WEHT (TV) Henderson, Ky., which expects to begin operations on uhf Ch. 50 in the Henderson - Evansville, Ind., area Oct. 1. He will be responsible for programming, production, casting, directing, producing and sales supervision. Mr. Molony also was a former producer-director for the ABC-TV director on the Dodge Div. of Chrysler Motors account with Grant Advertising Inc.

**Mr. Molony**

## WIBG Moves AM, FM Studios

WIBG Philadelphia began broadcasting from its new $150,000 studios last Wednesday, a station spokesman has reported. The AM studios and transmitter now are located on the same site on Ridge Pike in Lafayette Hill, Pa. New studios also have been added to the WIBG-FM transmitter at Cheltenham, Pa., where most of the FM programming will now originate, the spokesman said. Business and sales offices will be maintained in the former WIBG studio building at 1425 Walnut St. in downtown Philadelphia and station wagon service will be operated from the offices to both the AM and FM locations.

**MARRIED in Detroit Aug. 10 were Edwin J. Wheeler, general manager of WWJ-AM-FM-TV that city, and Mary Jo Peterson, the stations' public service editor and formerly of NBC, New York.**

## Elliott, Truscott, Gennaro Appointed to WREX-TV Staff

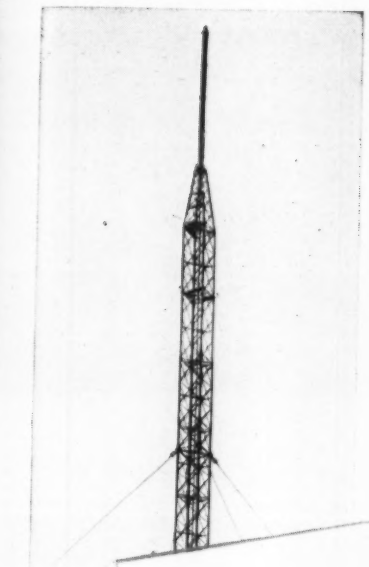
APPOINTMENTS of Howard Elliott, formerly with WOW-TV Omaha, as chief engineer of WREX-TV, now under construction at Rockford, Ill., of Robert Truscott, from WBAY-TV Green Bay, as assistant chief engineer, and Jack R. Gennaro, formerly with Shelden-Cole Inc., as sales representative, were announced last week by Soren Munkhof, general manager of WREX-TV, who formerly was program director of WOW-TV Omaha.

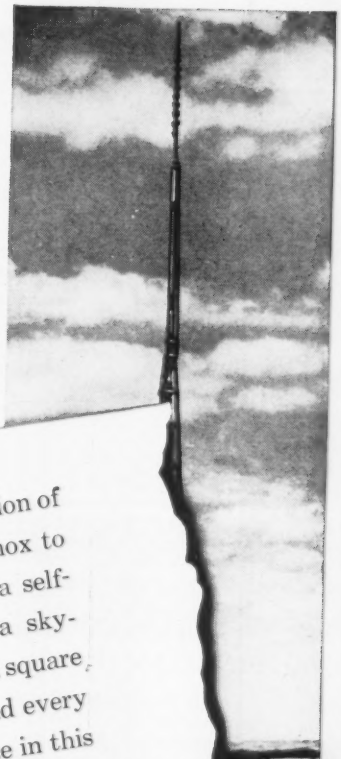
### Affiliation Noted

WREX-TV will be an affiliate of CBS-TV, Mr. Munkhof said. Alpha Erection Co. of Peoria was to start erection of the 12-bay RCA antenna today (Monday), foundations for tower and anchors having been previously completed. The station, which will broadcast on vhf Ch. 13, anticipates getting on the air in the fall.

**WFMY-TV Greensboro, N. C., adds two new account executives. With William S. Baskerville Jr. (r), commercial manager, are Edward D. Brandt (l), formerly of WLOS Asheville, and Arthur C. Stringer Jr., former WFMY-TV promotion manager who has switched to sales.**

# Designs Unlimited

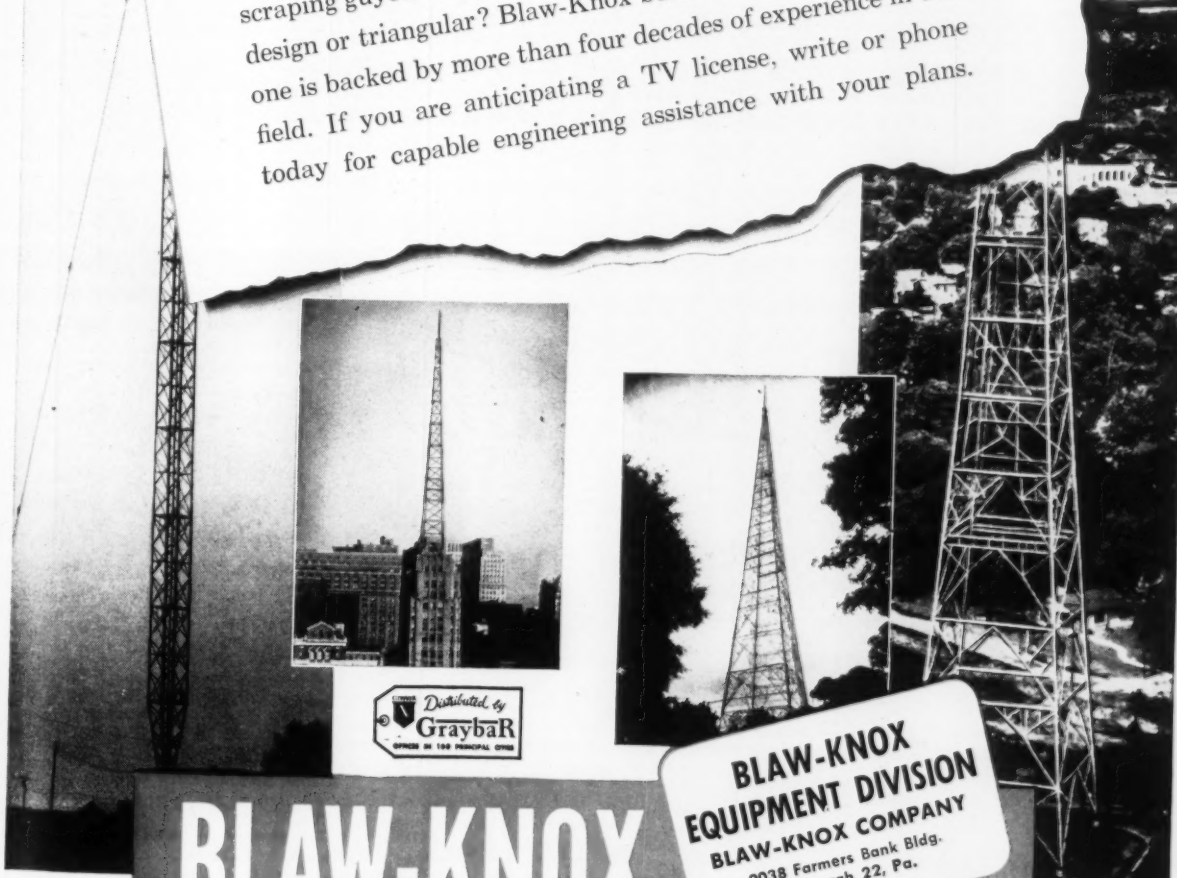




WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.







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BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

BLAW-KNOX

**LONG-TERM contract is signed by Bruce Vanderhoof (l) with KDYL-AM-TV Salt Lake City. At the signing is G. Bennett Larson, president and general manager of the stations, who said Mr. Vanderhoof, radio disc jockey of Intermountain West fame, will begin his shows Aug. 24. Prior to that date, Mr. Vanderhoof will be in Hollywood gathering material for his new radio and TV series. He will be heard some 23 hours weekly on radio. TV schedule is to be mapped out. He previously was with KNAK Salt Lake City.**

## WNYC Operations Described

COMBINED operations of New York City's WNYC-AM-FM resulted in more than 13,404 hours of broadcasting service during 1952, the Municipal Broadcasting System disclosed last week in its annual report of operations to the mayor.

The report stressed the many educational and cultural programs carried by the station during the year. WNYC was described in the report as the "key station" for bringing news of civil defense to New York residents.

City-owned WNYC has been in operation since 1924. The station is assigned 1 kw on 830 kc directional.

WNYC-FM, Class B outlet, was established in 1943.

## KNBC's New Rate Card

KNBC, NBC's o & o radio station in San Francisco, has a new interim rate card (No. 3), effective Aug. 15, which offers discounts of up to 35% for announcements and 22½% for programs based on time dollar volume per week, with additional discounts for 26, 39 or 52 weeks of consecutive broadcasting applicable to the program dollar volume discount schedule. The card makes minor changes in time classifications (Class A time is now 7-10:15 p.m., with 6-7 p.m. and 10:15-10:30 p.m. becoming Class B time). Class A base rate remains at $480 per hour; Class B rate is $360 per hour.

KNBC is assigned 50 kw on clear channel 680 kc.

## David B. Stein Dies

FUNERAL services for David B. Stein, 49, account executive for WNEW New York, were held Aug. 3 in Washington. He died July 31 after a heart attack. He previously was associated with WHN (now WMGM) New York and with Kal, Ehrlich & Merrick agency, Washington.

# GE TV EQUIPMENT SHIPPED TO SEVEN

SEVEN television stations were shipped GE equipment during the past week, a company spokesman reported Thursday. He said GE shipped two transmitters, a high-power amplifier and five antennas.

KOIN-TV Portland, Ore., vhf Ch. 6 permittee, was shipped a 5 kw transmitter and six-bay antenna. WCOC-TV Meridian, Miss., was sent a 100 w uhf transmitter for its Ch. 30 operation.

A 20 kw amplifier was shipped to WCPO-TV Cincinnati, vhf Ch. 9, a pre-freeze station.

Six-bay antennas went to KRBC-TV Abilene, Tex., vhf Ch. 9 permittee, and KLAS-TV Las Vegas, Nev., vhf Ch. 8. A five-bay helical antenna was shipped to WKAG-TV Fort Wayne, Ind., uhf Ch. 33, and a one-bay helical antenna went to KPIK (TV) Los Angeles for uhf Ch. 22.

## To Air Chicago Event

WFMT (FM) Chicago and WNMP Evanston, Ill., will set up studios at the first International Sight and Sound Exposition and Audio Fair at that city Sept. 1-3, it was announced by the stations fortnight ago.

## Cure for Blues

DURING a blue mood, WITH Baltimore morning man Buddy Deane bet program director Ellen Stoutenberg he didn't have more than five listeners. He promised to undress and give away money to prove it. In the stunt that followed, he literally got sheared and local police had an early morning traffic jam.

WITH told listeners to come to the show outside the studio building where WITH offered to exchange $1,000 in $1 bills, some of which bore serial numbers appearing on the station's regular "Wheel of Fortune" promotion. It was promised that with each exchange, another disc jockey would shear away part of Deane's apparel. Unbelievable station mascot, a "GoGo," also was on display.

In spite of rain, the stunt drew large crowds, jamming traffic. The $1,000 was exchanged in three hours and many were turned away.

**WHAT's left of the disc jockey is negligible at this point. Mr. Deane can still smile—but Ellen Stoutenberg, who holds the few remaining bills, won the bet.**

**ALL WMT Cedar Rapids staffers these days are flashing the card shown above by (l to r) new station salesmen Buzz Hassett and Burns Nugent and General Manager William B. Quarton when they are asked when WMT-TV will go on the air. The card reads: "Glad you asked! Target date September 27 (this year). We *think* we'll make it!"**

## Dresser to WMAQ WNBQ (TV)

APPOINTMENT of Charles V. Dresser, NBC Central Division national TV spot sales manager, as sales director of the network's o & o WMAQ WNBQ (TV) Chicago, was announced last Monday by Harry C. Kopf, NBC vice president and general manager of the stations.

**Mr. Dresser**

John McPartlin, WNBQ sales manager, and Rudi Neubauer, WMAQ sales chief, will report to Mr. Dresser, who joined NBC Central Division last March after several years in NBC TV national spot sales in New York. Mr. Dresser's successor was not announced.

## New Buys on WCBS-TV

SALE of three five-minute news show segments a week to Philip Morris & Co. for Dunhill Cigarettes and of two five-minute sports news segments a week to Anahist Co. for Super Anahist brings to 27 the total of five-minute programs or program segments a week now sponsored on WCBS-TV New York, George R. Dunham, general sales manager, reported Thursday. Only two of the 29 such units offered for sale are still available, he said. Biow Co., New York, placed the Dunhill Business; Ted Bates & Co., New York, the Anahist segments.

## WQAN Sales Up 20%

WQAN Scranton's sales for the first seven months of 1953 increased 20% over the 1952 period, according to Cecil Woodland, general manager of the 500-w daytime independent on 630 kc.

# JIVE-TALK JINGLE JUMPS TIRE SALES 25% IN MILWAUKEE

## Discs Produced by WEMP Transcription Production Service

ONE OF MILWAUKEE'S biggest advertisers reports a 25% sales increase resulting from his first radio venture, and listeners are bombarding WEMP with *requests* to hear his singing jingles.

The happy advertiser is Charles Lubotsky, owner of Milwaukee's seven Charles Lubotsky Tire Stores, who credits his radio advertising success to WEMP's Transcription Production Service.

This service has been highly instrumental in skyrocketing the station into one of the nation's leading fulltime independents. In making these transcriptions, WEMP employs its own announcers, free-lance acting personnel, music, sound effects, and special novelties.

The Lubotsky jingles use the Tommy Sheridan Trio, local night club and TV favorites, on open and close identification. The selling copy in the middle insert is changed periodically.

In one of the inserts, WEMP's "Coffeehead Larsen" does a commercial take-off on the currently popular jive-talk disc, "Little Red Riding Hood and the Three Little Pigs." Others include a Phil Harris style commercial by Sheridan; straight material by Lubotsky and special live copy for short term promotions.

Sheridan gets frequent requests to do the jingles during his night club shows, and WEMP is flooded with calls from people who ask when the Lubotsky jingles are scheduled.

Products advertised are Goodyear Tires, outboard motors, fishing gear, seat covers and auto accessories.

Sales reaction to the first three months of WEMP advertising prompted Lubotsky to sign a year's contract with the station, increasing his already heavy schedule to include Green Bay Packers football adjacencies.

WEMP's Transcription Production Service has been particularly effective in introducing new advertisers to radio and revitalizing campaigns of veteran users.

Other advertisers using the service are the Milwaukee Sentinel; Smartwear Women's Clothes (Handmacher suits); Tavern Pale Beer; Hermax Furniture and Appliances; Droegkamp Furnace Company; Thiele meats; Bendfelt ice cream; Keller's beer depots; Wisco 99 gas; and American Calculating.

**DRESSED FOR THE PART, Charles Lubotsky (left) and Tommy Sheridan record the novel Lubotsky commercials for WEMP schedule. ET's are made by WEMP's Transcription Production Service. Singing jingle commercials resulted in 25% sales increase for Lubotsky firm, and numerous phone calls to WEMP by listeners requesting jingle schedule.**

## Smaller Budget Adds More Radio; Boosts Sales 30%

A 30% INCREASE in sales in spite of a 35% smaller budget is reported by Droegkamp Furnace Company, Wisconsin's largest heating installer. Better results are attributed by Saxton Advertising Agency to more radio and use of color in newspaper ads. TV was eliminated from the 1953 budget while WEMP share of campaign was tripled.

Spots were transcribed by WEMP and used introductory "Yankee Doodle Dandy" music to tie in with theme: the spirit of 76 years of service to Milwaukee.

Encouraged by the success of WEMP advertising, Droegkamp Furnace Company has purchased a WEMP five-minute newscast six days per week on a 52-week contract.

# HI-FI PROGRAM ON WEMP-FM HAS BIG MAIL PULL

## Milwaukee's only FM service uses Hi-Fidelity records

A TERRIFIC MAIL RESPONSE attests to the popularity of WEMP-FM's High Fidelity recorded music programs aired Sundays at 8:00 P.M.

The two-hour programs, called "Sunday Fine Music Concert," are conducted by Leonard Helminiak, Florentine Opera Company manager.

Local guest commentators and visiting musical celebrities also appear on the show each week. John Anello, Milwaukee conductor and director of the Music Under The Stars concerts, produces the program.

A variety of works and composers are featured and interpreted on each program, and classical musical events in Milwaukee are discussed.

Full tonal range provided a new listening experience and unavailable in any other type of recording results from the program's exclusive use of High Fidelity recordings.

WEMP-FM, now the only FM outlet serving the Milwaukee area, is also the only Milwaukee station using High Fidelity recordings exclusively in its concert programs.

## PACKER FOOTBALL

IT WAS ERRONEOUSLY reported in WEMP's July 27 broadcasting advertisement that WEMP will originate all Green Bay Packer football games this season. The story should have stated that WEMP's sports director, Earl Gillespie, will broadcast all games and that WEMP will originate all games except those played in Green Bay. Station WJPG, the Green Bay Press-Gazette station, will originate all games played in Green Bay.

**SELECTING classical High Fidelity recordings requested by WEMP-FM listeners are John Anello (seated), producer of the "Sunday Fine Music Concert," and Elmer Ihrke, WEMP musical director.**

## REPRESENTATIVES APPOINTMENTS

**KSO** Des Moines, Iowa, appoints Avery-Knodel Inc. as its national sales representative effective Aug. 10.

**WWON** Woonsocket, R. I., appoints Robert S. Keller as representative in N. Y. area.

**WKTY** La Crosse, Wis., appoints Everitt McKinney as national representative.

**WOKY-TV** Milwaukee appoints H-R Television Inc. as national representative.

**WBEL** Rockford, Ill., appoints Don Rich as national sales representative.

**KPOL** Los Angeles opens new sales offices at 167 South Vermont Ave. Telephone is Dunkirk 7-6561.

**WMTV (TV)** Madison, Wis., appoints Meeker TV national representative.

**WTAL** Tallahassee, Fla., appoints Robert Meeker Assocs. as national representative.

**WTCN-AM-TV** Minneapolis appoints John Blair Co. and Blair TV.

**WTNJ** Trenton, N. J., appoints Grant Webb Inc., N. Y., as national representative.

**The Lobster Network,** consisting of WPOR Portland, WCOU Lewiston, WFAU Augusta, WTVL Waterville, WRKD Rockland and WRUM Rumford, all in Maine, appoints Richard O'Connell, N. Y., radio station representative firm, as national representative.

## REPRESENTATIVES SHORTS

**Donald B. Cooke Inc.,** national advertising representatives, announces move to larger quarters at 331 Madison Ave., N. Y. Telephone remains MUrray Hill 2-7270.

**Kenneth E. Palmer & Co.,** regional representatives for Intermountain Network and other radio and TV stations, moves to 1554 California St., Denver, Colo.

**H-R Representatives Inc.,** and **H-R Television Inc.,** S. F., relocate at 155 Montgomery St., effective Aug. 10. Telephone is Yukon 2-5701.

**Lionel Colton,** radio-TV representative, moves from 551 Fifth Ave., N. Y., to Shelton Hotel, 49th St. and Lexington Ave., N. Y.

**Louis R. LaFontease & Assoc.,** S. F., named representative in that city for **Gene Grant & Co.,** L. A., radio station representatives.

**Branham Co.'s** Charlotte, N. C., office moves to 2001 Liberty Life Bldg. Telephone is 2-8839.

## KSD-TV Adds Listener

KSD-TV St. Louis reports a new record has been set for long-distance reception of the station's signal. A letter to the station from E. J. Antoine of Davidson, Sask., Canada, 1,400 airline miles from St. Louis, says Mr. Antoine picked up KSD-TV programs for two hours June 15 with a "very high gain" antenna array. Previous record, in 1949, was reception in Phoenix, Ariz., 1,300 miles away. KSD-TV recently increased effective radiated power to 100 kw.



# NBC RADIO'S COTT SAYS OVERHAUL TO BRING 'NEW, WONDERFUL' SHOWS

**'If TV killed off conversation, NBC radio is going to revive it,' promises Operating Vice President Ted Cott in previewing programs with which NBC is going to 'overwhelm the public.' In the works: A program on variations of the NBC chimes, a new giveaway, quizzes, a hit parade, midnight column, a radio version of the Sunday newspaper at its best titled 'Weekend,' and news and feature news shows.**

ADOPTING the motto, "What's new in radio is good for radio," NBC is going to overhaul its present radio programming from stem to stern, retaining its strong features as a base and revitalizing the remainder with strong new material, Ted Cott, operating vice president of the NBC radio network, said last week.

"We're going to overwhelm the public with such a collection of new programs that they won't dare tune anyplace else for fear of missing something new and wonderful," Mr. Cott declared. We're not going to dribble out our new programs one at a time; We're going to start them all in as short a time as possible. And we're going to give them heavy promotion, both on the air and in print.

"Radio's trouble has been that it's had nothing to talk about. Well, we're giving it something to talk about. If, as they say, TV killed off conversation, NBC radio is going to revive it."

Just when NBC is going to launch its new programming has not yet been determined, but the opening program which will kick off the new fall-winter season has been decided, Mr. Cott said. It will be a one-hour show based on improvisations of the NBC chimes, aural symbol of the NBC network. Demonstrating the flexibility of radio (beyond that of any other medium, he noted), this chime show will include a jazz improvisation coming from New Orleans, improvisations by such modern musicians as Skitch Henderson and Meredith Wilson, classical improvisations showing how Beethoven, Mozart and Wagner might have handled this theme, a foreign treatment from the French Broadcasting System in Paris, and many more.

That opening show will be symbolic of NBC in more ways than the chimes, if Mr. Cott has his way. Going places to get program material at the source, instead of straining it all through the same New York and Hollywood studio mikes, is exactly what he intends to do with many new NBC programs now in the works.

Some of these shows will be a giveaway program, with each contestant standing before a microphone in his home city; a hillbilly hit parade, with a group of southern and western cities participating, one tune coming from each city; a university quiz, with two teams competing, each from its own campus, the winner to stay on the following week, prizes being awards to the school's scholarship fund; a midnight column five minutes each night seven nights a week, with a guest columnist from a different city each night.

On Sundays, Mr. Cott and his colleagues are planning a program that will be the radio equivalent to a Sunday newspaper, with all of its different varieties of news and with its Sunday supplement of features as well. It will run two to three hours; its name will be *Weekend.*

### All Over the Map

This program will open and close in New York, with a permanent m.c., but its contents will come from all over the map. Correspondents around the world will report on the highlights of the week ahead. Elmo Roper will discuss trends in public opinion. Richard Harkness will give a Washington summary. A roving reporter, probably W. W. Chaplin, will be heard from wherever the feature news story of the week has occurred. There will be a musical review of the most popular records of the week, a critical column by Leon Pearson, a woman's page, Hollywood column, sports review, new ideas in living, the top jokes of the week and a man-of-the-week feature which could be either an interview or a dramatization.

"There'll be something for everyone, just like a good Sunday newspaper—hard news and features."

Another new news program soon to be heard on NBC radio stations will be *Americana,* a weekly program based on the magazine type of operation, with a nationwide staff of reporters, the best men the NBC affiliates can contribute, handling the top stories of national interest occurring in their communities and reporting them from the spot.

Reporting a fine response to his wire asking NBC affiliates to suggest local programs they consider worthy of network broadcasts [B•T, Aug. 10], Mr. Cott said many of the network's strongest and most successful stations had written enthusiastic replies and submitted a wealth of program ideas.

"I honestly feel that what we're doing is real public service," Mr. Cott said. "It will be good for NBC, of course. But it will be good for all radio, because the other networks will have to get into the act; they won't be able to sit back and let us carry the ball alone; radio is too competitive for that. And it will be good for the listening public, who must at times have begun to think that all of radio's creative program people had deserted to television. Before long they'll find out that it's not true, not at NBC anyway."

**NBC-TV affiliates hear on NBC radio closed circuit the format of NBC-TV's new Fred Allen show, *Judge for Yourself,* which begins tomorrow (Tuesday) at 10 p.m. EDT. Disclosing the plans are (l to r) Mr. Allen; Syd Eiges, vice president in charge of press, and James Nelson, advertising manager. P. Lorillard Co. will be sponsor.**

## Gifts for Editors

ANNOUNCING the move of Herb Shriner's *Two for the Money* program to CBS-TV starting last Saturday, the network sent boxes of Old Golds, advertised on the show, to radio editors. Same day, the same group—in New York—also received boxes of Ferrara's Honey Nougat, new sponsor of the *The Continental* on WMGM New York.

## McTigue to Radio Press In Further NBC Split

IN LINE with plans designed to "revitalize" the NBC radio network, John D. McTigue of NBC's press department has been designated an account executive solely for radio network press activities.

Mr. McTigue, who rejoined NBC recently after a tour of duty as a psychological warfare officer in Germany, was a member of the NBC press staff from 1931-41. He later served as director of publicity for WJZ New York (now WABC) and as ABC manager of special events, among other assignments.

Mr. McTigue was described by an NBC spokesman as the "fourth radio veteran" to have been shifted to radio duties in the past few weeks. Previously the network had announced the appointments of Fred Horton as director of radio network sales; John P. Cleary as director of radio network programs and Merrill Mueller as radio news and feature executive [B•T, Aug. 3].

## CBS Radio Spot Sales Ups Allison to Eastern Sales Mgr.

PROMOTION of Milton F. Allison to the post of eastern sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.

Mr. Allison

An account executive in the New York office since 1949, Mr. Allison joined CBS Radio Spot Sales from WLWT (TV) Cincinnati where he had been sales manager. He started in radio in 1932 as radio manager for the Skelly Oil Co., Kansas City, and later served as promotion manager of KMBC Kansas City.

## N. C. Mutual Affiliates 'Favorable' to New Plan

MAJORITY of 18 North Carolina Mutual stations which met in Raleigh recently, reportedly thought the MBS plan to pay basic affiliates in programs rather than cash worth a try.

Most of the metropolitan stations at the session indicated they would sign the new plan for the upcoming year, it was said.

The meeting, held with Pete Johnson, vice president of Mutual's station relations division, was called by Jack Younts, WEEB Southern Pines, and Fred Fletcher, WRAL Raleigh.

The RCA 833-A, the Power Triode for 1-Kw AM transmitters

"Old Reliable" of the 1-KW's

WIDELY USED in 1-Kw AM transmitters, the RCA-833-A has become famous over the 14 years of its existence for its superior performance at low cost.

This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

It's hard to beat the dependability of operation, long service life, and operating economy of the 833-A; and it's harder still to beat the price. RCA-833-A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

## DuMont Shift Complete

MOVE of *Captain Video* from the Wanamaker Studios of DuMont to the network's new Tele-Centre effective today (Monday), marks the end of an eight-year association by the network with the New York department store which began in the winter of 1945 when the store's auditorium was converted into one of the nation's first studios designed exclusively for television. From now on, all DuMont programs originating in New York will come from the new Tele-Centre, the Ambassador or Adelphi Theatres.

## Rapp Suit Against NBC, Others, Asks $1.25 Million

A SUIT for $1.25 million charging unfair competition and plagiarism was filed last Thursday in Los Angeles Superior Court against NBC (for its NBC-TV *Saturday Night Revue*), Hoagy Carmichael, Eddie Foy Jr., Sydney Miller and others by Phil Rapp, creator-owner of *The Bickersons*, radio-TV characters.

Mr. Rapp claims a sketch in the NBC-TV show imitates and burlesques *The Bickersons*, of which Mr. Rapp, in conjunction with Jack Denove, has completed four half-hour video films. He also asks a permanent injunction against further use of the sketch by NBC-TV. The suit asks $750,000 property and $500,000 punitive damages.

On July 22 Mr. Rapp had warned NBC against use of the sketch along with *Revue's* sponsors, Lever Bros., Bendix Home Appliances, S.O.S. Co., Benrus Watch Co. and Griffin Mfg. Co. Since then NBC-TV has used its weekly sketch twice and announced it would be a regular feature.

A second suit was expected against CBS-TV and its *Jackie Gleason Show*, which was said to use a similar sketch.

**SIGNING a basic affiliation contract for CBS-TV and WHEC-TV and WVET-TV Rochester, which will share vhf Ch. 10, are (l to r): Ervin F. Lyke, WVET-TV president-general manager; Fritz Snyder, CBS-TV director of station relations; Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Glover Delaney, vice president-general manager, WHEC-TV [*At Deadline*, Aug. 10].**

## CBS-TV Adds to West Coast Programming Creative Staff

MORE creative executives have been added to the program staff of CBS-TV's West Coast operation because of increased activity in production, according to Harry Ackerman, vice president in charge of network programs in Hollywood.

James Fonda, producer of CBS-TV's *Amos 'n' Andy* and former CBS Radio network program supervisor, becomes director of network programs. Cecil Barker, formerly program-production director with ABC-TV's Western Div., was appointed executive producer. Hal Hudson, Mr. Ackerman's executive assistant, is general manager, a newly-created post. Ben Feiner, who as executive producer supervised many new shows for the network, will add to his duties the supervision of the new Bob Crosby five-times weekly show.

Fall schedule of CBS-TV programs, emanating from Hollywood, "represents approximately 33% increase in production over last year," Mr. Ackerman declared. This schedule includes *Jack Benny Show*, *George Burns and Gracie Allen Show*, *I Love Lucy*, *Our Miss Brooks*, *Bob Crosby Show*, *Art Linkletter's House Party*, *Red Skelton Show*, *My Friend Irma*, *My Favorite Husband* and *Life With Father and Mother*.

Programs in various stages of development include *Vanity and Mrs. Fair*, *Professional Father*, *That's My Boy*, *December Bride*, *Young Love* and *Jimmy Boyd Show*.

## NBC-Affiliates Ad Push

PARTICIPATION by more than 70% of the network's affiliates in NBC's radio and television network-station cooperative newspaper advertising campaigns for the fall-winter season, starting Aug. 27, was announced last week by Jacob A. Evans, NBC's director of advertising and promotion. Television is being included in the plan this year for the first time. Under the plan, NBC and affiliates share space costs on a 50-50 basis.

## Hicks Returns to ABC

GEORGE HICKS, NBC news commentator and one-time ABC war correspondent, will return to ABC on Aug. 31 as a member of the radio news staff, it was announced last week. Mr. Hicks will be heard in a program of news comment, beginning Sept. 7, over ABC radio, Monday to Friday, 6:45-7 p.m. EDT.

## Ford's 'Excursion' to Debut

HALF-HOUR PROGRAM prepared for children from 8 to 16 by Ford Foundation's TV-Radio Workshop has been given working title of *Excursion*. Slated to premiere over NBC-TV, Sunday, Sept. 13, from 3:30-4 p.m. EDT, the program will be made available to two advertisers.

## 'Steel Theatre' Director

ALEX SEGAL, who joined ABC-TV as an assistant director in 1948 and subsequently directed some of the major dramatic productions for the network, has been designated director for the *U.S. Steel Theatre*, which will premiere over ABC-TV on Oct. 6 (Tuesday, 9:30-10:30 p.m. EDT).

**ON THEIR way to a three-week holiday in Europe, J. Glenn Taylor, vice president of General Teleradio Inc. and member of the MBS board of directors, and Mrs. Taylor, take time out to wave goodbye before boarding their plane. Mr. and Mrs. Taylor left the U. S. Aug. 7 for Norway and Sweden. They plan to visit nine other countries.**

## Theodore Zaer Appointed NBC Radio Div. Controller

REFLECTING NBC's radio reinforcement program, the network announced last week the appointment of Theodore Zaer, controller for WNBC and WNBT (TV) New York, as divisional controller of the radio network division.

The announcement from Joseph V. Heffernan, NBC's financial vice president, also disclosed that Marian Stephenson, chief assistant in the NBC controller's department, has been named assistant to the divisional controller for the radio network division.

Mr. Zaer's shift of responsibilities from station radio and television to exclusively network radio duties is interpreted as one of a series of moves planned by Ted Cott, formerly vice president in charge of WNBC and WNBT (TV), who was named operating vice president for the radio network several weeks ago [*B•T* July 20].

## WPTR Joins MBS Aug. 30

WPTR Albany, N. Y., 50 kw on 1540 kc, joins MBS as an affiliate Aug. 30, E. M. Johnson, MBS vice president in charge of station relations, and Stephen R. Rintoul, WPTR general manager, announced jointly last week. The brings Mutual affiliates to 564, the announcement said.

## WKJF-TV Signs With NBC

SIGNING of a working agreement between NBC and WKJF-TV Pittsburgh has been announced by Harry Bannister, NBC vice president in charge of station relations. He said WKJF-TV will be a secondary NBC affiliate offering NBC-TV programs not on WDTV (TV) Pittsburgh, NBC primary affiliate.

## Danzig CBS-TV Color Produce

JERRY DANZIG, CBS-TV producer since 19[illegible] and previously program director of WINS New York, has been appointed producer-in-charge of color programs for CBS-TV.

BROADCASTING
TELECASTING

# features

(Photograph courtesy of Frisco Lines)

"MOVING THE GOODS"
IN THE
**Memphis Market**

Nine railroad systems are on the move supplying the growing Memphis Market with one-line direct service from 56% of the nation. WREC—Memphis No. 1 station—supplies the greatest audience to keep the goods moving! The latest Standard Audit and Measurement Report and Hooper ratings show you why WREC delivers the "better half" of the listeners in 76 rich counties at the lowest cost. Retailers appreciate the importance of a WREC schedule . . . Leading advertisers have proved the value of this one-station coverage for both metropolitan and rural selling. And, WREC rates are 10% lower per thousand listeners than in 1946.

**WREC**

**MEMPHIS NO. 1 STATION**

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

TELEQUIPMENT NEWS

*Published by the General Electric Company, Electronics Park, Syracuse, N.Y.*

# DR. W.R.G. BAKER REPORTS ON FACTS ABOUT COLOR TELEVISION

*Editor's Note: Dr. W.R.G. Baker is Vice President and General Manager, General Electric Co., Electronics Park, Syracuse, N. Y. He is also Chairman, National Television System Committee, and Chairman, RTMA Television Committee. In this article Dr. Baker explains Color TV in uncomplicated terms and makes predictions on matters of vital interest to the entire industry. For additional copies of this report write: Section 283-17, General Electric Company, Electronics Park, Syracuse, New York.*

Dr. W.R.G. Baker

### When Will Color TV Reach the Market?

Any timetable depends, of course, on one fundamental—official FCC approval of the NTSC Color system and when this might come. The NTSC has concluded its technical work and has petitioned the FCC to adopt the technical transmission standards for commercial color television broadcasting. Even if lengthy FCC hearings are held it would be possible for the NTSC system to be approved by March 1, 1954.

If this should happen, we think we can safely predict that some Color programs would be available in key city markets shortly thereafter and that Color programs, on networks, might be available in many local markets certainly by the middle of 1954.

Color tube output by Mar. 1, 1954 would attain a monthly rate of 2,000 to 4,000 tubes. If this is accomplished, one or more Color TV models will be included in the Fall line of many manufacturers. Available quantities will be limited but there should be enough receivers to permit the public to compare Color TV with Black and White reception. Total Color television receivers in 1954 will probably be less than 1% of the industry's set production for the entire year. It can be expected that these Color receivers will cost $800 or more each.

### How Does the NTSC Color System Work?

The great asset that the NTSC system contributes is this—every Black and White receiver ever sold . . . every set sold this year, next year or five years from now, will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

First—the NTSC system fulfills its primary function: the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to monochrome telecasts. In chromatic quality, the color television images match or excel color movies.

Second—it fulfills compatibility requirements. It reproduces the program on B&W receivers, producing images that are virtually indistinguishable from those provided by standard monochrome telecasts. No receiver modification is required; in fact—no adjustments are needed except as required for present-day operation.

Reception has been checked by transmissions over channel 4 in N. Y., channel 3 in Philadelphia, and channel 2 in Syracuse. Reports from viewers are overwhelmingly favorable. Many say that Color broadcasts, viewed in Black and White on today's TV receivers, are superior in pictorial quality to regular broadcasts. This is not imagination since the broadcaster's equipment "spruced up" for color programs, actually can do a better job of rendering the shades of gray.

A standard B & W transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the camera which views the scene in full color and transforms it into shades of gray. Thus, the camera removes the "color" aspect.

In transmitting a full-color image, it is necessary to consider the missing elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, fitted into the channel between the picture and sound signals.

This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal. Color receivers are designed to accept and use both signals.

No basic changes are required in the existing FCC regulations governing standard broadcasting beyond tightening of tolerances which, in effect, improves the performance of present receivers and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary standards, which set up the color signal, specify its frequency, and outline the techniques by which hue and saturation values are transmitted.

On April 14, 1953, this NTSC system was formally demonstrated to the Wolverton Committee and to the Industry on April 16, 1953. It was acclaimed highly successful.

A television transmitter broadcasting a monochrome signal will accommodate the Color signal without basic change. Precautions necessary to insure satisfactory monochrome transmission are, in general, the only precautions necessary to insure proper Color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

A transmitter which will take Color signals from the network will probably be required to utilize an additional piece of equipment known as a stabilizing amplifier to insure the adequacy of the received synchronizing pulse. This, fortunately is a simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with Black and White.

### What Will Color Mean to TV Programs?

Limited Color programs will be on the air generally, on a national basis, in the last half of 1954. During 1955 that number will gradually increase.

Color alone cannot make a good program out of a poor one. This has been proved in the motion picture industry. It has been 31 years since full color movies have been available, yet today monochrome movies are still the backbone of the business. Many B&W pictures continue to be the box office hits, while many "color" films are among the "flops".

The cost of programming represents a real economic problem. Color will add to these costs—of this, there can be little doubt. How many advertisers will consider that Color will add enough "sell" to their programs to justify these extra costs?

Color will add little to the basic entertainment value of most of the highly popular shows on television today—the situation comedies; the prize fights, and wrestling matches; the newscasts and most of the popular plays. However, some programs, like the variety shows, will be greatly enhanced.

### Are the Broadcasters Ready for Color?

Signals have been satisfactorily transmitted over the Telephone Company's networks. Their engineers have taken a very active part in the affairs of the NTSC, and are thoroughly familiar with the NTSC proposal.

These two factors mean that a Color program originated at a network key station and put on the network, could, for a minor capital investment and at practically no extra operating expense, be taken off the network and re-broadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved.

It is in the Color television studio that the most extensive changes will be required. A three-tube camera initially will be used, although development now intensively underway, may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the Color camera.

The signal from the camera is directed to a system of rack mounted equipment, where the signal is dissected and each of the signal components is then optimized and dealt with individually. At this point, also, the special synchronizing pulse is generated. From this equipment then, there is delivered a complete signal which is ready to modulate a standard transmitter or to be fed to the networks.

Enough studio gear, much of it now only in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of Color programs through the networks in parallel with the standard Black and White programs. And, as we see the situation, that is exactly what we may expect.

GENERAL ELECTRIC

# features


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- Monopoly programming: New challenge to research? Page 98.
- A TV merchandising plan that pays off 10 to 1. Page 100.
- Big budget days aren't over in radio. Page 100.


A television success story:

## SALES JUMP 66% FROM TV CAMPAIGN

NEW York's Yankee Stadium recently rocked to the organized cheers of 200 hotly partisan Chicago White Sox fans, visiting Manhattan on the annual "Go, Go Sox Tour" sponsored by Mages sports stores in Chicago.

This yearly event is put on by an organization which earnestly believes every member of the family should be a "good sport" and that television is one of the surest ways of encouraging sports participation, not to mention sales of goods.

Oddly enough, Mages Stores for Sport concentrates more on late evening films than actual sports events to put across its message. It has, however, sponsored such events in the past. Mages has used TV for the past two years, with phenomenal results, and currently sets aside perhaps 80% of an estimated $300,000 advertising budget for mostly TV and some radio—over $200,000 for television.

Not only have its gross sales jumped from $3 million to $5 million in that span, but the organization has opened three new stores in various parts of Chicago to accommodate new customers. Mages now has seven stores in the city—and apparently hasn't stopped expanding yet.

Mages had a change of heart some months ago on the type of audience it wanted to reach. As Morrie Mages, advertising and promotion manager, explains it: "We have spent a lot of money on institutional advertising to get consumer acceptance. We used a sports program on radio for a while and found that we were reaching sports fans. Then we decided to reach out for the whole family in an attempt to interest each one in active sports participation. We started using television."

That's when Mages turned to film presentations. It now sponsors the *Mages Playhouse* each Monday and Thursday on WGN-TV, a station with which it has done business almost exclusively the past two years. The commercials are handled by Jack Brickhouse, WGN-TV's sportscaster, and Morrie Mages, himself.

What makes Mages a go-getter in the sportsware field is probably the fact that it is owned by four brothers—Irving, Morrie, Sam and Ben—who think pretty much alike. Without teamwork and each handling certain functions, the firm probably would not be a going concern, they acknowledge freely. Irving is president and Sam is merchandise manager of the firm. It takes the full efforts of each brother, Irving admits, to keep the firm "on the alert" in the face of competition. He adds:

"Television is costly but has played a large effect from the standpoint of diminishing costs. It is a good but expensive medium of advertising. It places a terrific burden on advertisers." Irving looks to the day when television will expand, with more stations on the air, and perhaps stores like his will share the costs of TV. He noted that even large advertisers are hard-pressed to remain in TV.

Nor is radio forgotten by the Mages brothers. The firm orders periodic spot schedules to herald the opening of new stores. Says Irving Mages: "Radio definitely has its place." Television announcements also have been purchased.

The annual baseball trip to New York is only one of the promotion highlights offered by Mages. The organization has promoted sports in general through "Miss Bowling" contests, another contest in which a Cubs and White Sox fan received a free trip to watch their heroes in spring training and other gimmicks. It also makes frequent use of the services of golf, bowling and other sports experts to familiarize customers with goods.

Additionally, Mages has sponsored, from time to time, roller derby exhibitions and soccer matches, as well as other sporting events. Last year the "Go Go Sox Tour" to New York accommodated 100 people with all expenses paid. Mages also has been active in numerous civic and community enterprises in the public interest.

Working closely with the Mages brothers is Art Holland, account executive of Malcolm-Howard advertising agency. In fact, it was Mr. Holland who conceived the "moment of madness" as a permanent feature of the Monday evening *Playhouse*. Sport items and accessories are offered to viewers at fantastically low prices. "The giveaway" gimmick has been amazingly successful.

When the feature was first announced, Mages ordered 3,700 dozen golf balls and reported them all sold by noon the next day. They estimated that they could have disposed of 10,000 dozen if they had ordered them.

# Five keys to better

A TV station has in its news programs one of its finest opportunities to build prestige and good will and to be of genuine public service.

To those who would like to see their stations have the best possible news programs, it should be of value to analyze the factors that enabled WTVJ (TV) Miami to win the "Distinguished Achievement Award for Television News in 1952" presented by the Radio-Television News Directors Assn. in cooperation with the Medill School of Journalism at Northwestern U.

What are the factors that brought this national recognition to WTVJ? More important, what are the factors that can enable any other television station to develop an outstanding news operation?

For what they are worth, the writer of this article offers five points which seem to represent the most important factors in the success of the WTVJ newsroom. This analysis is based on first-hand work and observation in the WTVJ newsroom this summer, while the author was on vacation from his professorial duties at the U. of Illinois.

At the outset, it is taken for granted there is no "magic formula"; likewise, it is taken for granted that WTVJ has no monopoly on successful newsroom practices. The WTVJ management and staff would be the first to concede that they have not climbed some Utopian peak of perfection.

Nevertheless, in the belief that an analysis of the WTVJ success story may be useful to others, these five points are offered for consideration:

## Major Emphasis on Spot News

The news director's personal philosophy of the role of television as a medium of news dissemination is of primary importance. Ralph Renick, WTVJ news director, belongs to that group of television newsmen who believe that their first obligation is to cover the spot news of the day. Mr. Renick thinks first in terms of news. Like a good editor of a newspaper or of a radio newsroom, he is constantly weighing the news values of the day's happenings. Unlike those newsmen who permit themselves to be bedazzled when they enter the never-never land of television, Mr. Renick has not allowed himself to be so overcome by the visual gadgetry of the new medium that he has gone on an unending binge of superficial feature stories. Nor has he forgotten the value of immediacy, just because day-old pictures are conveniently available. Nor does he organize his newscast solely on the basis of: "What pictures do we have?"

As Richard Oberlin of WHAS-TV Louisville once told a group of fellow newsmen, "The spot news comes first!" It's as simple as that.

Although the basic concept may be simple, it's not so easy to put it into effect. One way to cover the day's happenings with an up-to-the-minute report of the timely developments would be to duplicate the newspaper-radio approach; that is, by direct contact or by telephone the reporter would get in touch with principal news sources, gather information, and prepare the most informative summary that time permits. On this basis, however, television is simply duplicating radio coverage of the event, and a viewer might argue that the uninterrupted camera-on-announcer presentation of the news not only fails to capitalize on television's unique advantages but it actually serves to distract the viewer's attention from the informational content of the newscast.

To capitalize on the special advantages of television and to record the chief events of the day with a newsreel camera is a much more challenging series of problems. But, in spite of the problems, WTVJ has an average of eight locally-filmed news stories on the principal newscast at 6:45 each evening.

This 6:45 p.m. newscast, *Renick Reports*, is the station's showpiece. The 15-minute period is devoted entirely to local and state news, with by far the greater bulk of it concerning events in the Greater Miami area. The newscast immediately follows the Doug Edwards show [CBS-TV]; so, in the belief that listeners have already received adequate coverage of national and international affairs, Mr. Renick concentrates his efforts on intensive coverage of the local scene.

If it is at all possible to cover these local events with film, a cameraman is assigned. Two full-time news cameramen who seem to know every street, alley, and canal of the Greater Miami area about as well as the average person knows his own house cover stories until late afternoon.

The normal deadline for getting film back to the laboratory for the 6:45 program is 4:30, but cameramen frequently and without undue turmoil cover assignments considerably later than that. Although it's too late for comfort, film in the processor at 6:15 can get on the 6:45 show. If the news story breaks very late and motion pictures are not available, occasional use is made of the polaroid camera. Stills will be used on the first broadcast and films obtained for use on the next program at 11 p.m.

Finally, if there is time for neither film nor stills, the very late-breaking news story is handled just as it would be on radio. The announcer simply reports verbally, as in the following: "A Miami businessman was fatally injured in a traffic accident shortly before broadcast time this evening. . . ."

### Film No Fetish

Although there is strong effort to cover as much of the news on film as possible, there is no fetish in this respect. If a given news story falls chiefly into the realm of ideas (as many of them do), a straight oral report will supplement or entirely supplant film coverage.

In building up this pattern of speedy coverage of the day's chief developments, the WTVJ news department has been aided by a unique cooperative arrangement. The Miami plan has proved so successful for all parties concerned in the three-way arrangement that it might well be adapted to the needs of other communities.

The WTVJ news staff has the exclusive use of two station wagons, which furnish rapid transportation for men and equipment to any part of the Miami area. The station wagons are furnished free of charge by an automobile dealer. The dealer's name is prominently displayed in a large safety emblem on the doors, and this same emblem is briefly pictured in safety programs aired four times a week. These safety programs, in turn, are handled by a traffic safety police officer. In his broadcasts the officer uses films of accident scenes shot by WTVJ cameramen to illustrate his points on safe driving and prevention of accidents; the most newsworthy of these accident films are

# tv news shows

By Donald E. Brown

used first on news programs and are later utilized for traffic safety educational purposes.

This tie-in with the Miami police department has other important advantages. There are police radios in both station wagons, as well as in the WTVJ newsroom. In addition to these FM units, a speaker in the newsroom is connected to the Miami fire department by telephone line. Staff members in this way are able to monitor all police and fire calls.

### Going Into Action

When a "3-17" or emergency call is received, the news staff goes into fast action. A cameraman and a writer will make a beeline for one of the station wagons, a blinking red light flashes a warning to motorists and pedestrians, and the WTVJ crew is soon in action on the scene. Sometimes the newsmen are there in time to get a picture of the police emergency rescue vehicle just arriving. Even late at night or in the early hours of the morning, Mr. Renick or one of his men may get a call that will send him scurrying out on an assignment.

What kind of stories does WTVJ handle with this timely coverage? One answer would be—largely the same major news stories that are reported by the local newspapers. Another way to answer the question is to cite briefly some of the news events covered on a recent day (chosen at random).

The best film stories on that particular day included a fire in a bridge tower that caused the electric controls to quit functioning, and later shots showing river traffic blocked and workmen cranking up a section of the drawbridge by hand; a bad traffic accident in which a woman lost control of her car and struck two small boys on a bicycle; both sound and silent film on a Georgia Day celebration at the Miami Kiwanis club with excerpts of a talk given by Gov. Herman Talmadge; reports on two local controversies involving the moving of city hall offices and the Dade County blood bank. There were several stories of lesser importance, plus a human interest feature on the Miami fire department's observance of its 55th anniversary. During the entire program, there were only two feature stories, both of which were timely and merited inclusion. There were no out-dated stories dragged into the program because of their pictorial qualities and their availability; basic content was judged strictly on its news value, but the pictorial possibilities were carefully weighed in determining how the stories would be handled.

One more recent incident might be cited to show the emphasis that is given to significant news. Early on a hot July day when news was breaking slowly, a cameraman was assigned the task of working up a hot weather feature on silent film. The assignment was carried out with some originality and the finished product was reasonably interesting. As the day wore on, there were several developments with real news significance; consequently, the hot weather feature (Miami bathing beauties and all) was left on the shelf for a hotter and duller day . . . and two weeks later it was still shelved.

### Cooperative Management

One of the major reasons why WTVJ was able to develop a prize-winning local news operation was the enlightened attitude of its management. Lee Ruwitch, general manager, recalls that in 1950 he made a tour of TV stations and he returned home feeling that the thing most lacking in the operation of most of them was a good presentation of the news. He made up his mind there was a void to be filled. He said, "We wanted the best news operation in the country."

In this aim, he had the support of Mitchell Wolfson, president of WTVJ, who urged that every effort be made to use television's news potential to the fullest.

When Ralph Renick, youthful newsman, returned from a national convention of news directors, he was filled with enthusiasm. He asked Mr. Ruwitch for "just 30 uninterrupted minutes" in his office. The plan that Mr. Renick outlined sounded expensive, but it fell on receptive ears, for management already had the desire to build an A-1 news department. Details of the planning fell largely on Mr. Renick, a graduate of the U. of Miami, who had just completed a national survey of television news practices while holding an H. V. Kaltenborn Research Fellowship.

In one sense, it is correct to say the WTVJ news department started from scratch, but in another sense that isn't quite true. Somewhat like many others, they started with a single Keystone camera, about $300 worth of equipment, and limited pro-

Photographer Jack Emley is about to take off on an assignment in one of the two station wagons furnished WTVJ (TV) by a local auto dealer in exchange for on-the-air advertising in safety program telecast four times a week.

gramming. But that fails to take into account a unique advantage that WTVJ has enjoyed. Affiliated with a chain of theatres and Reela Films, WTVJ had easy access to technicians and equipment that most other stations do not have. Because of this affiliation, management and employes were newsreel-minded.

Management has provided adequate equipment and manpower to do the job. Making a financial profit on the newscasts has not been a major consideration. With the overall operation of the station showing a substantial profit, management has not insisted that the news department operate in the black. Realizing the expense of the kind of news operation they were maintaining, executives have not gone overboard in endorsing wasteful expenditures. They simply believe that the advantages in prestige, audience good will, and public service are more important to the long term general welfare of the station than a dollars-and-cents profit on this one phase of programming.

Mr. Ruwitch expresses his viewpoint this way: "Our news department cannot be classified as a money maker for the station. I don't refer here to the sale of news programs to advertisers, for we have no difficulty in keeping sponsors happy with our news programs. But it is and always will be a costly operation from the standpoint of both equipment and manpower."

He adds, "I cannot put too much emphasis on the importance of news coverage to a radio or television station, regardless of the size of the community served. It is one of the forces which will contribute to your success or failure in public acceptance —depending on the kind of job you do."

## Full Utilization of Visual Tools

As indicated in the discussion of spot news coverage, the WTVJ staff is very much aware of the advantages that television enjoys as a medium of communication. The various visual tools are utilized in such a way that there is a change of pace throughout each broadcast.

Heaviest reliance is placed on silent film. The news department has two Bell and Howell 70DL's, a Bell and Howell Model 70H, and a 1200 Keystone (all 16 mm). A proper lens is available to meet the needs of any news situation. For portable light, three Frezzo-lite battery packs are used.

One or two assignments are covered with sound-on-film almost every day. This coverage with an Auricon Pro sound camera takes more manpower and effort than silent film, but it can be most effective for the audience to hear the central figure in a local controversy summarize his viewpoint in his own words.

Stills are not widely used. However, there are occasions when there are late-breaking news stories or other situations when motion picture film is not available but still pictures can be obtained. If stills are available and if they really add something to the coverage of the story, they are used; stock photos are not used just for the sake of having some kind of picture on the screen.

Newsworthy personages are frequently brought into the studio for live appearances. These interviews are kept very brief, for they can easily consume time that is needed to give adequate coverage to other events of the day.

If there is any gimmick that has visual appeal and that will contribute to the viewer's understanding of the news, it is utilized. The most recent example of this was a scale model of a proposed dam and series of locks to be built on the Miami river. Army engineers were holding a hearing and the issues were complicated. To give the audience a better idea of what was proposed, the detailed model of the project was brought into the studio and an engineer explained how it would operate and answered questions from the news announcer.

Because of the extensive newsreel coverage, the station's specially-equipped remote truck sees relatively little use. When the right situation does arise, six or seven men are sent out to give two-camera coverage for instantaneous transmission to viewers' homes.

## Detailed, Intelligent Planning

In line with the fallibility of human beings in general, WTVJ staff members don't score 100% in this respect, but their batting average is usually good.

Preliminary assignment sheets are set up the night before and additions are made as changing events dictate during the day. Unless there is reason to handle the situation otherwise, telephone calls are made and appointments are arranged in advance. Wise planning of routine assignments saves money, time, effort, and tempers; and it leads to better coverage.

One of the most impressive examples of intelligent planning, on a broader scale, is the way the WTVJ news staff covered the Florida state legislature this year. As the state capital is in Tallahassee, 475 miles from Miami, it is apparent that on-the-spot daily coverage would not be feasible. To give the best possible coverage under the circumstances, the news staff shot about 9,000 feet of film—6,000 of this during the opening week of the legislative session.

Some of this film was sent back to Miami for immediate airing, but the bulk of it was carefully planned footage to be held in reserve. Through careful planning, all the major issues that were almost certain to face the legislature had been outlined and committee chairmen, spokesmen for certain proposed bills, or other logical persons were asked to answer questions or give brief statements on the measures in question. As it worked out, many of these statements were quite pertinent when aired later in connection with legislative developments.

Stock footage of silent film was also made of the legislature in session, the governor's mansion, the secretary of state, attorney general, and other persons and scenes that would be almost certain to crop up in the news. This kind of advance planning could add luster to any news operation.

## Elaborate Network of Contacts

This point has a bit in common with the old riddle about which came first—the chicken or the egg.

To do a first-rate job of covering the news, a television news department needs to develop many friendly contacts; at the same time, an alert news operation will create much prestige and viewer interest which means the station personnel will find a veritable army of friendly news sources.

Politicians are nearly always happy "to say a few words" in front of a TV camera; they know this gives them an opportunity to get their ideas, their names, and their faces before the voting public. Representatives of airlines, hotels, construction companies, department stores, chambers of commerce, and a host of others may be moved by similar motives. Funeral homes will call at any hour of the day or night if the importance of their news tips justifies it.

WTVJ cameramen and reporters seem to have a first-name speaking acquaintance with just about every policeman and fireman in the city. The same thing goes for city officials from the mayor on down. Any news reporter or photographer needs to build good will with a wide range of sources. The TV cameraman needs this help even more; he can't be a hit-and-run operator. A cheerful smile and a friendly word will work wonders; they work even better when they are backed by a reputation of fair play and the prestige of television.

In addition to reporting the news, WTVJ sometimes makes news in its own right. Perhaps the most widely publicized example of this occurred during the last Presidential campaign. Through some adroit planning, news director Ralph Renick succeeded in getting the two prominent Democratic candidates from the South to appear together for the first time. They appeared on Mr. Renick's special weekly program, *What's the Story?* After some polite and guarded comments in the early stages of the half-hour program, Senators Richard Russell and Estes Kefauver got down to fundamentals and tore into each other's campaign in a way that drew national attention.

WTVJ is one of the stations that has developed some understanding of television's distinct advantages and limitations as a news medium. It has gone a long way in meeting the challenge of the new medium, in providing a news operation that is serving in the public interest and building up audience good will—a station's most valuable asset.

Spot news comes first! If this philosophy were more widespread, there would be less ground for criticism from such veteran newsmen as Elmer Davis and Paul White, who have been outspoken upon occasion with their comments about the limitations of television as a news medium.

# WIP IS PREFERRED

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19% more than network station A
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53% more than network station B
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## More National Advertisers buy WIP Exclusively...

50% more than network station A
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110% more than network station C

## More Local Advertisers buy WIP Exclusively...

19% more than network station A
35% more than network station B
107% more than network station C

MBS **WIP** 5000 WATTS
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*Nationally represented by*
**EDWARD PETRY CO., INC.**

35 SOUTH 9th STREET • PHILADELPHIA, PENNA.

SOURCE: BROADCAST ADVERTISERS' REPORT—PHILADELPHIA WEEK OF JULY 5, 1953, 6 A.M.-12 MIDNIGHT—SUNDAY THROUGH SATURDAY

# MONOPOLY PROGRAMMING: new

THE Nielsen Report shows the NBC Network Circulation and the NBC Station Circulation to be identical to the percentage point in markets where there is no overlap of NBC signals. First impression is that the network recruits its stations' circulations. If that's the case, how much or how little does a station itself generate with its own programming?

Radio programming can be divided between "monopoly" and "non-monopoly" programming.

There is ample evidence that the two categories do not generate the same "circulation," and that the difference between their circulations is a significant factor to spot advertisers. A station *can* have *two circulations.*

There are three types of monopoly programming:

(1) *NETWORK, SYNDICATED PROGRAMS.* If you want to hear Bob Hope in an area where there are no overlapping NBC signals, you must turn to the only NBC signal in your area.

(2) *LOCAL PERSONALITY, PATENTED FORMAT PROGRAMS.* If you want to hear Grady Cole every morning, you must tune WBT; you must dial WNOE for *Happiness Exchange.*

(3) *PLAY-BY-PLAY SPORTSCASTS.* If you want the Yankees, you want WINS.

Non-monopoly programming, on the other hand, is represented by the disc shows and news-weather reports, the bulk of station programming of staff-presented material equally available to all.

In circulation discussions, the term monoply programming is most generally applied to the first category, Network, because of the great body of network programming comprising the big variety and dramatic show, the "soaps", and the great comedy personalities. The other two categories are substantial, however; Mr. Godfrey belonged to Type #2 as a local station monopoly in Washington before he developed into a network monopoly, while the annual investments made in baseball play-by-plays bear ample witness to the stature of Type #3.

"Desirability" is as essential as exclusivity in a definition of monopoly. There must be an envied attraction to create a sense of "exclusion of others to the advantage of the monopoly-owner." There is no such thing as a monopoly that nobody wants.

The increase in the number of stations from less than 1,000 before the war to more than 2,000 since then has knocked out the old contour figures we once bought on.

The increase in the number of listening surveys of secondary markets within large contour areas made it even clearer that the new stations were tearing big holes in the audience fabric of the established big power stations.

It became obvious that the contour was useless and a national simultaneous study was necessary.

The first BMB came into being. In its essence it was a measure of network popularity. It was invaluable to network buyers, and almost equally useful to spot buyers, for almost all spot sales at that time were breaks adjacent to network shows. A measure of a network's popularity, then, was a pretty sound basis for a measure of a spot schedule's "popularity."

### Changes In Spot

By 1949, however, radio spot buying had largely changed due to TV and to a general swing from breaks to minutes. TV knocked out most night-time buying and some afternoon activity. One national advertiser established a 9 a.m. curfew for radio in TV markets.

The swing to minutes knocked out most network adjacencies, reduced them to a handful soon sequestered by the 52-week advertisers.

The hour from 7-8 a.m. became the most sought-after hour in radio. Thus the typical spot campaign came to be two or three hours removed from the nearest network show, but spot advertisers couldn't afford to discard BMB. There was nothing else.

BMB's second study of network popularity continued, therefore, with one interpretation or another, to supply a station "coverage" figure upon which phone zone or metropolitan ratings of non-monopoly programs were projected across neighboring counties, even across neighboring states, at any hour of the day or night.

Now again important money has been invested in a brace of national surveys, inspired and backed by two networks. All the energy and money expended still does not answer the spot advertisers' major problem. Network stations draw on high budget network shows in addition to their power (coverage), which they lump into one overall "circulation" story, even when only a "local" program is in consideration.

**What is a station's non-monopoly,** *self-earned* **circulation?**

**How great is the circulation differential between monopoly and non-monopoly programming?**

**Does carry-over, loyalty, or apathy retain any of this monopoly-recruited differential for a station's non-monopoly programming?**

If the differential is substantial, the investment to get this information in future studies would pay off in better buying.

Here are four examples, typical of many others, which appear to indicate that the differential is a great deal larger than generally presumed.

First is the hour from 7-8 a.m. Every station can spin the same discs. In fact the recording companies throw heavy promotions behind their new releases to influence disc jockeys to do just that.

Very few d.j.'s ever build a following outside of their own bailiwick, and all too frequently we've seen leading ones switch stations and not bring over enough of their "following" within their rated area to influence the ratings or switch national spot accounts. Aping each other makes them as undistinguished as the music they play.

News and weather are important from 7-8 a.m. The national news from the wire services is the same for great and small. The local news is a plus for the hometown station over the power station. The hometowner can afford to particularize the immediate for his compact audience; the power station must keep it general, because his audience is dispersed.

Weather is the hometowner's second plus. This important feature of get-up time is extremely local. The weather where you are dressing is the weather that counts.

The "musical clock" may eliminate the differential of one station, exemplify the disparity in others. It seems amply indicated that most "musical clocks" will not recruit

By Walt Dunn

# w challenge for research?

Mr. Dunn, a salesman for H-R Representatives Inc., has pointed out what appears to be a big gap in station circulation studies. His thesis: There are two types of programming, monopoly and non-monopoly, and different circulations can be generated by each. Agency research experts agree with him. After reading this article in manuscript form, E. L. Deckinger, vice president and director of research of the Biow Co., wrote Mr. Dunn: "What you've pointed out is of extreme importance for consideration in the next coverage studies and an area in which they should attempt to provide information. I think it is a very difficult area—not as easily handled as your suggested question might imply—but nonetheless of extreme importance."

circulation with the magnetism of monopoly programming.

A second example, typical of a situation duplicated all over the country in more or less degree, is the case of NBC-Sacramento vs. NBC-San Francisco.

Sacramento is in KNBC's front yard by any measure, yet when NBC-Sacramento also carries NBC shows as it does in the morning (a "shared" monopoly resulting from NBC signal overlap), KNBC's share of audience in Sacramento is only 2.5% (Hooper Nov. '51).

In the afternoon, however, when NBC-Sacramento does *not* carry the "soap" block —when in other words these programs become an absolute monopoly of NBC-San Francisco—San Francisco's share leaps to 15.4%*. If a spot buyer can get his minute buy next to these soaps, or any other equally desirable monopoly of NBC-San Francisco, he can count on Sacramento "coverage." Otherwise how can he count on anything? —that is, anything beyond San Francisco, or the actual "rated area," for that matter?

Grady Cole is today the very arch-example of local station monopoly programming. This unique personality enjoys a greater monopoly in the Carolinas than CBS itself.

Twelve CBS stations, 11 in the Carolinas and one in West Virginia, with a total of 36,750 watts duplicate WBT's CBS programming within its signal area, but nobody duplicates WBT's Grady Cole in the morning. It can be said that WBT has three circulations: WBT-Grady Cole, WBT-CBS, and WBT-non-monopoly.

Boston made baseball history this year, and in the making furnished a fourth and very graphic example for this discussion.

The Red Sox were a shared monopoly in New England last year among 27 stations.

This year, however, the Red Sox are a shared monopoly among 30 stations—only five of these the same stations as last year when the Nielsen interviewers were working New England.

Baseball play-by-play is a major monopoly attraction—unduplicable like Grady Cole or Mr. Godfrey—and its broadcast schedule is heavy enough to give maximum impact to station circulation during the season. It should build circulation to whatever degree any network monopoly programming can. Conversely, loss of the monopoly this year should slash circulation as much as losing a major network affiliation. Yet, for lack of information, spot advertisers must use the 1952 baseball circulation of 22 stations that are without baseball this year because NCS did not establish the non-baseball self-earned circulation for them.

There is only one conclusion. A station has different circulations at different hours of the day. There is a significant differential between the circulations generated by monopoly and non-monopoly programming.

The differential is not immeasurable; it has simply never been measured. Spot advertisers and their agencies should insist that future studies provide for its measurement. Enough spot money is at stake to justify it.

It would be ideal, but it would be impossible to get the average circulation generated by all of a station's non-monopoly programming in order to compare it to its network-generated NCS figures. The hours of network programming vary too much after 8 a.m. among signals heard in any area.

The hours from 6-8 a.m., on the other hand, are universally programmed by all stations. These are the hours that will give the nearest accurate indication of a station's ability to generate circulation on its own.

Perhaps, only one more question is needed—something like:

**"Do you happen to remember what station (program, number on the dial) you tuned to this morning? (this week? generally?) . . . say, for example, from the time you got up until you got the kids off to school? . . . or your husband off to work? Did the entire family listen to the same station, or, if not, who was listening to what on another radio?"**

This period expressed in terms of living has been distinguished by respondent from other periods of the day, but this case is undoubtedly more complex than can be solved by such a simple question.

The author is a general practitioner, however, and there comes a time when every good general practitioner will send his patient to the specialist the case cries for—and this case belongs to the research specialist, who must prescribe the procedure for measuring the circulation that has never been measured for spot buyers.

** The "soap" block covers only a portion of the hours of the period from 12-6 p.m. on which the share of 15.4% is based. Presumably the "soaps" do better during the time they are actually on.*

# Going shopping by TV is a hit with sponsors

THROUGH its *Star Shoppers* program, which in itself is not for sale, KTTV (TV) Hollywood has built a long-range merchandising plan which offers advertisers "Supermarket Merchandising Added to Selling in the Home."

Known as the SMASH Plan and geared to station advertisers—active and prospective—who merchandise through food markets, the half-hour audience-participation program originates from various supermarkets in the greater Los Angeles area five times weekly, utilizing five different remote units.

One week in advance of each day's telecast, the selected store is equipped with shelf-strips identifying all KTTV Star Shopper Values, drawn from the product list of station clients. The day and date of the approaching telecast are listed along with naming the program each item sponsors or in which it participates. In cooperation with store management, a stack containing 18 KTTV advertised items is arranged. The station often suggests inclusion of items not normally stocked by the particular market.

Additionally, store employes wear badges featuring an invitation from host-m.c. Bill Welsh to attend the telecast, and the parking lot is flanked by life-size pictures of Mr. Welsh and the KTTV camera. The station provides the store with pictures, mats and other promotion material with which to build an advertising campaign. Retailer enthusiasm often results in full page and double truck ads in the local newspapers, featuring as many as 28 KTTV-advertised items.

Entertainment-wise, the program, which premiered March 23, features a continuous display and mention of these products through contests. One such contest has three women, after hearing a list of items read or seeing them only once, attempt to bring back as many of the remembered items as possible from the store shelves. Another features a series of questions, the answers to which contain key words in product names. Prizes are again KTTV items, packed in special station-identified sacks which each winner holds within camera range, while Mr. Welsh names the contents.

Promotion-wise, there are many facets to *Star Shoppers*. By displaying selected store products adjacent to KTTV items, new advertisers are attracted when they see the promotion afforded their product, according to John Vrba, station general sales manager. The markets themselves have benefited by the stimulated interest and sales. As many as 800 people have congregated for an individual telecast, he pointed out, adding that it is a homogeneous group that almost turns the program into a neighborhood party. This happens to the store at 2 p.m., an hour normally considered a dead time.

Advertisers and agencies in the Los Angeles area have become so conscious of the merchandising aspects that their representatives are often found at each telecast, noting the immediate results. Canada Dry Ginger-ale Inc.'s Los Angeles office, which sponsors the *Terry and the Pirates* film series on KTTV, credits a 50-case order from a hitherto unsold market to the fact that the sparkling beverage was brought into that particular market by the station in conjunction with *Star Shoppers*, reports Roy Mack, the firm's assistant division manager.

Sponsors added to the station's roster, wholly or partly because of the SMASH Plan, according to Jack O'Mara, station promotion and merchandising director, include: O'Cedar Corp. (polishes, waxes); Bosco Co. (milk amplifier); Gordon Bread Co.; Barbara Ann Bread Co.; Detergents Inc. (All); American Maize Products Co. (Amazo instant dessert); Arden Farms Co. (dairy products); Best Foods Inc. (mayonnaise); Hawaiian Pineapple Co. (Dole quick frozen pineapple juice); Oscar Mayer & Co. (meat products); Pepsi-Cola Co. (soft drink); Ralston Purina Co. (cereals); Kellogg Co. (Rice Krispies and other cereals); Nehi Beverage Co. (Royal Crown Cola, Nehi and Party Pak beverages), and Arrowhead & Puritas Waters Inc.

At a program cost of $3,000 weekly, the SMASH Plan, the station believes, will pay off from between ten and fifteen to one. The main problem, according to the local offices of station representative Blair-TV, will be how to accommodate fall business. Summer time schedules had been pretty well filled by the time the promotion folder reached the agencies.

In discussing the long-range SMASH Plan, Mr. O'Mara advises against other stations attempting it unless they have the necessary remote equipment. He believes the importance of KTTV's five remote trucks cannot be stressed enough as contributing to the success of the plan.

Herb Gordon, Ziv vice president in charge of production, and Ginger Rogers, one of four stars in company's new five-hours-a-week radio program.

# A firm not given to gambling bets $24,000 weekly on radio

THINK the big budget days are over in radio? If so, the Frederic W. Ziv Co. is making a bad bet. Its new *Hour of Stars*, an hour-a-day, five-days-a-week series, is costing $24,000 a week, and in at least one market it has been put in an evening time slot for the express purpose of competing with evening TV.

William B. McGrath, managing director of WHDH Boston, has scheduled *Hour of Stars* in the 7-8 p.m. period with this explanation:

"Located in a heavily saturated TV market, we felt early the impact of TV on our evening hours. Advertisers were quick to desert the period between 7 and 10:30 p.m. on the mere assumption that the audience had taken a powder. Our experience in the last two years has proved this not to be the case, and advertisers are gradually returning to nighttime radio.

"With this in mind, we are constantly attempting to strengthen our evening program structure and have decided to schedule the *Hour of Stars* between 7 and 8 p.m."

Alvin E. Unger, Ziv radio sales vice president, has reported the show has been sold to more than 150 stations. The program stars Ginger Rogers, Peggy Lee, Tony Martin and Dick Powell, each playing his favorite records in individual 15-minute segments. Ziv has arranged with music publishers and record companies to make advance predictions of what tunes will become hits, giving the Ziv company a good chance of coming up with popular records even though the program is transcribed long before broadcasts.

## PEARLS FROM KUDL

ALL PROSPECTIVE clients and agency heads in Kansas City received a string of simulated pearls from KUDL there with a note from General Manager David M. Segal saying: "Use KUDL and you'll soon be able to get your wife the real thing." Local agencies were recipients of another gift from the station—an enlarged photograph of Marilyn Monroe, now starring in "Gentlemen Prefer Blondes." Caption on the picture was: "Gentlemen prefer blondes, but all Kansas City prefers the new KUDL . . . 1380 on your radio dial!"

## CLEAN UP

"CLEAN UP with KITE! More results per dollar, more good music per minute, more listeners per hour!" is the slogan written in red on a dust cloth sent out by the San Antonio station. On the envelope is: "Here's your 'KITE gadget' of the month from San Antonio's leading independent station. . . ."

## 'THIS IS WTVP'

WTVP (TV) Decatur, Ill., is mailing to prospective clients a series of four cleverly illustrated booklets titled "This is WTVP." The series is to serve as an introduction to the new uhf station. First of the booklets gives information about the staff and coverage. The second pamphlet gives information about commercials —slide, film and live—and a picture of the station's floor plan. Pictured on the cover is a little man who holds a mike on the first booklet and a stack of coins on the second.

## NBC 'FIRE'

A FOUR-PART, radio documentary series titled *Fire* is being presented weekly by NBC in cooperation with the U. S. Forestry Service and local and national fire-fighting agencies. The series, which started last Saturday, 6:30-7 p.m. EDT, is produced and directed by Harry Bubeck.

## GIANT DOODLE PAD

HANDY king-size desk pad with plenty of room for "doodling" has been prepared by the Simpson Electronic Co. of Chicago, makers of radio-TV equipment. Each sheet on the 17 x 22-inch pad is flanked with illustrations of Simpson testing equipment. Printed in two colors selected for the elimination of eye strain, the pads are being shipped to the company's representatives for further distribution to customers. Copy reminds "doodlers" that "You can't sell from empty shelves—call Esterbrook 2-1121" accompanied by a list of Simpson representatives. The bottom of each sheet contains a 21-inch rule captioned: "A good business rule: Always specify Simpson."

## THE MAN WHO SELLS

HANDSOME promotion piece issued by MBS bears the title "This is the man who" and many pictures of the man who "sells more goods for more sponsors than anyone else in radio," according to Mutual. The "man" is identified as Fulton Lewis Jr.

## 9 MILLION COOKBOOKS

WNBC WNBT (TV) New York reported last week that 9 million cookbooks have been sold through the tie-in promotion between the key NBC stations in New York and the more than 7,000 WNBC WNBT (TV) quality stores in the metropolitan area that participated in the promotion. The stations estimated an additional $1,700,000 in business accrued to retailers who sold the books for 19 cents a copy.

## FOOTBALL TIPS PROMOTION

HEAVY exploitation is planned by RCA Victor Recorded Program Service for the 12th season of *Football Tips*, whose star, Elroy (Crazy Legs) Hirsch, is being featured in a motion picture of his own life story, "Crazy Legs—All American." Brochures, audition discs and other promotion pieces are now being mailed to sta-

**CHECK for $1,500 is awarded Jack Frazier, Crosley merchandising director, for directing the merchandising and promotion project on behalf of Colgate-Palmolive-Peet products on Crosley Broadcasting Corp.'s Ohio TV staions. The C-P-P shows were on Crosley stations WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. At the presentation are (l to r) John T. Murphy, vice president, Crosley TV; Mr. Frazier; Ted Budach, Cincinnati manager, Colgate drug products; Robert E. Dunville, Crosley's president, and Don Madden, Cincinnati manager for C-P-P grocery products.**

**CUSTOMER WRITES:**
"We have been very well satisfied with your long-range service, and definitely feel that it has been helpful in our sales planning."

# Western Union offers tested Weather Forecasts

You can make or save *money* by making weather work *for* you. Accurate long range weather forecasts help you to plan and *time* your sales — purchases — production — inventory control — and advertising more effectively. Cooperating with famed National Weather Institute, Western Union provides scientifically based, time-tested forecasts. They range from one month to six months in advance, and can be pin-pointed to any desired specific areas.

For information and rates, wire or write to:

*Director of Collateral Services*
**WESTERN UNION TELEGRAPH CO.**
*60 Hudson Street*
*New York 13, N. Y.*

## RADIO NEWSREEL

**THREE-WAY congeniality is expressed by (l to r) Pat Gallicchio, new m.c. for WMAQ Chicago's *400 Hour;* Paul E. Feucht, pres. of the sponsoring Chicago & Northwestern Railway, and Harry Kopf, NBC v.p., Chicago.**

**PURCHASE of *Skip Maddox Show* on WANE Fort Wayne, Ind., by Bruce Williams Studebaker Sales & Service is attended by (l to r) Bob Bozer, Williams sls. mgr.; Mr. Williams; Charles (Bud) Kennedy, WANE mgr., and Mr. Maddox.**

**SMILING completion is made to arrangements whereby Pacific National Life Assurance Co. will sponsor 5:15 p.m. newscast on KDYL Salt Lake City. The negotiators are (l to r) Miss Ross Jurney, of the agency of that name; Douglas R. Clawson, KDYL sls. dir.; Ray H. Peterson, Pacific National pres., and Holly Moyer, KDYL acct. exec.**

**SECOND Federal Savings & Loan Assn. of Pittsburgh renews sponsorship of the KDKA Pittsburgh *Musical Clock program.* The signers: (l to r) Seated, Fred C. Reinhardt, Second Federal pres., and J. Fred Reinhardt, board chmn., Second Federal; Ed Schaughency, show m.c.; standing, George D. Tons, KDKA sls. mgr.; John E. Connelly, Connelly Agency, and Don Trageser, KDKA acct. exec.**

tions plus exploitation of tie-in of movie and radio transcribed series, both due to start Sept. 11. *Touchdown Tips,* 13 quarter-hour programs, features Mr. Hirsch and Mike Kizziah, sports commentator, with predictions for 30 to 40 major football games each week.

## 'RADIO CONFESSIONS'

IN A PAMPHLET entitled "Radio Confessions" KCMO Kansas City, Mo., tells how its farm radio has grown. By means of working with rural leaders, by travelling throughout local farm areas and organizing contests, the station's farm staff has gained the confidence of the regional rural population, the booklet explains. Containing pictures and graphs, the folder closes by pointing out the station's resulting merchandising success.

## REPORTERS GET THE BIRD

NINTH anniversary of CPRN *Meet the Missus Varieties* was celebrated August 15 by giving "the bird" to Los Angeles newspaper and trade radio reporters in the form of a freshly dressed turkey to each. Harry Koplan, now producer-m.c., was an assistant, the first person hired, when the program started Aug. 14, 1944.

## CHOO CHOO TAKES TO THE AIR

CHARLIE (Choo Choo) JUSTICE, North Carolina football star who plays ball with the Washington Redskins, will take to the air in a different light this year with a special series of broadcasts on the Tobacco Sports Network, to be originated from WSOC Charlotte, N. C. Mr. Justice will broadcast a series of special pregame highlights each Saturday afternoon preceding the network's football games. The 11 programs which Mr. Justice will do will be recorded in Washington and heard over the 60 stations in the Carolinas affiliated with the network.

## STATE FAIR BROADCASTS

PLANS for extensive coverage of the 1953 Wisconsin State Fair have been announced by WTMJ-AM-TV Milwaukee. The schedule of 24 radio broadcasts and 28 telecasts is the heaviest in the history of the stations. WTMJ announcers and personalities will make personal appearances as part of a "Meet and Greet Your WTMJ and WTMJ-TV Favorites in Person" feature at the fair.

## Miss Washington Contest

PROMINENT Washingtonians have accepted invitations to be judges at the "Miss Washington" beauty contest, conducted for the 11th consecutive year by WWDC Washington. The winner will receive a jackpot of local awards and will represent the District of Columbia in the "Miss America" contest. Among the judges at the local contest are: Mrs. Ivy Baker Priest, Treasurer of the United States; Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING; Constance Bennett, screen star; William E. Coyle, president of the Advertising Club of Washington; Bernie Harrison, radio-TV editor of the *Washington Times-Herald,* and Harry Merrick, president of the Washington Board of Trade.

## Mayor Interviews Mayor

THE MAYOR interviewed the mayor on a series of broadcasts from Cleveland's city hall recently. This came about when Bill Mayer, known as the "Mayor of the Morning" to his WGAR Cleveland listeners, was the guest of Cleveland's Mayor Thomas A. Burke. From the mayor's suite Mr. Mayer interviewed Mr. Burke, who is winding up the longest term in the city's history. Cabinet members were interviewed on subsequent broadcasts in discussions of civic affairs and accomplishments.

## 'STATE OF THE NATION' PROGRAM

WOR New York is presenting a new series *State of the Nation,* which will be broadcast from each of the 48 state capitals. Presented in cooperation with Facts Forum, a national educational organization, each program will feature an interview with the state governor and one of his political opponents. Interviewed on the first program were Governor George N. Craig of Indiana and the state's National Democratic Committeeman Paul Butler. The program is aired Tuesday, 9:30-10 p.m.

## ANTI-CRIME SERIES

TRANSCRIPTIONS of NBC radio *Confession* have been requested by Montana State Board of Health to use in the state's narcotic and alcoholism education program. NBC-TV, believing the anti-crime series to be a video potential, has asked producer Homer Canfield to prepare a TV script. Decision to film or kinescope it will be made later.

## CANADA'S GROWTH

CANADIAN BROADCASTING Corp. on its Trans-Canada Network on Aug. 23 starts a weekly series on Canada's growth as influenced by means of the sea. The series *Days of Sail* will feature men and ships which made Canada a leading maritime power in the days of sailing ships, with interviews with survivors of the sail age and the descendants of famous Canadian sailors and shipbuilders.

## GE SALES TRAINING

GENERAL ELECTRIC Co.'s radio and television department has announced a new program for its distributors designed to stimulate sales training for retailers and increase the retailer's knowledge of company products. Called "Payoff," the program makes use of four records which pose various sales problems. GE suggests that retail salesmen listen to records as part of sales meetings and discuss the problems with a view toward offering solutions.

## PROMOTION BOOKLET

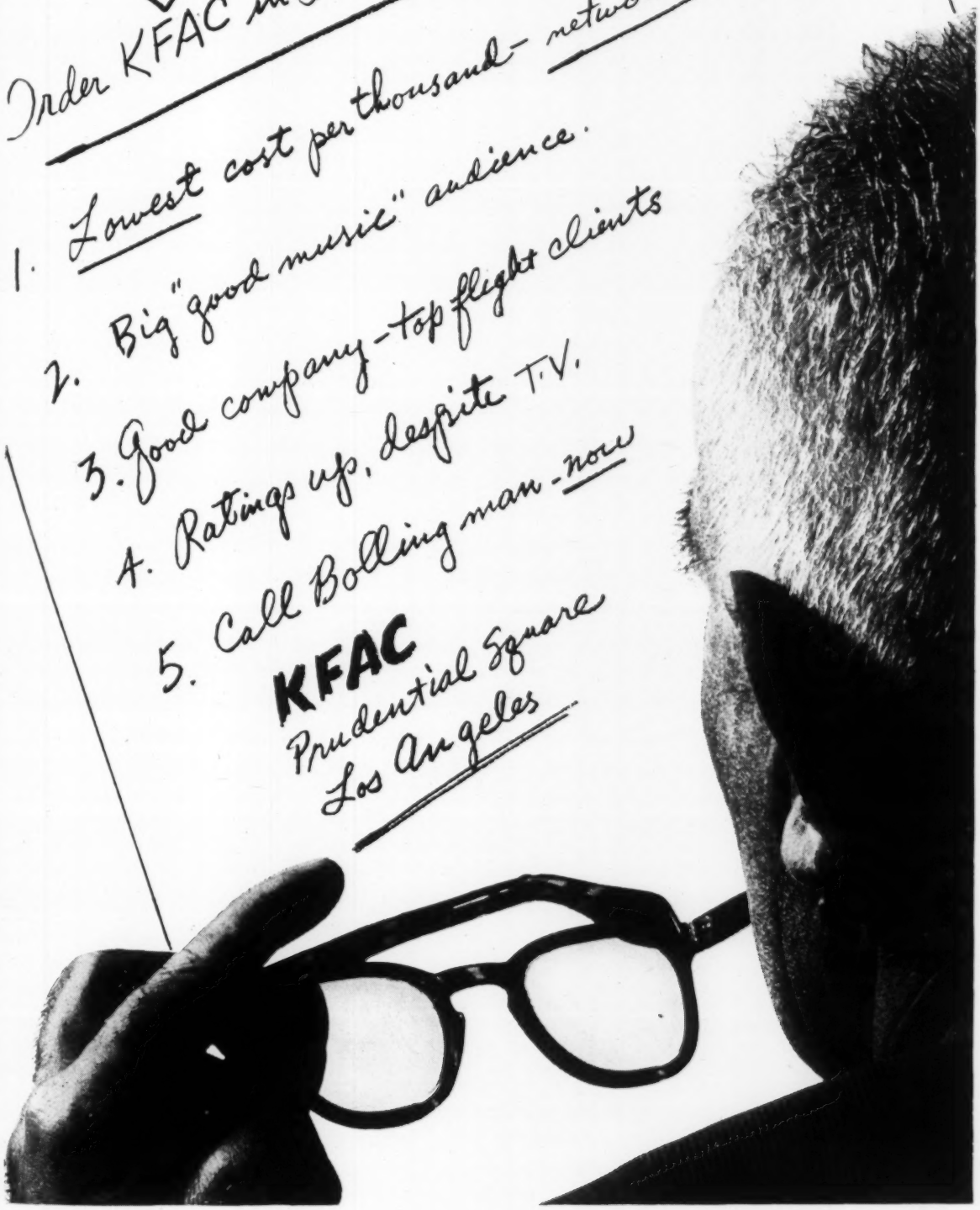
CFPL London, Ont., has distributed a promotion booklet to advertising agencies describing the composition and size of the southern Ontario market and stressing that "at its heart is CFPL." The station is represented in the U. S. by Weed & Co.

OFFICE MEMORANDUM

Order KFAC in Los Angeles for radio

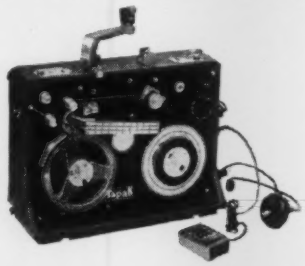
1. Lowest cost per thousand — network or local
2. Big "good music" audience.
3. Good company — top flight clients
4. Ratings up, despite T.V.
5. Call Bolling man — now

**KFAC**
Prudential Square
Los Angeles



WHEN *this* HAPPENS

BE THERE WITH THIS



**New Travis Tapak**

**the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.**

**Broadcast Equipment Specialties Corp.**
135-01 LIBERTY AVENUE
Richmond Hill, 19, L.I., N.Y.

BMI "Pin Up" Hit

"HEY JOE"

published by

TANNEN MUSIC, INC.

RECORDED BY

FRANKIE LAINE . . (Columbia)
CARL SMITH . . . (Columbia)
KITTY WELLS . . . . . (Decca)

**BROADCAST MUSIC, INC.**
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

## PEOPLE

### Advertisers

**Howard R. Bloomquist,** general manager of promotion division, Lever Brothers, named director of marketing for Post Cereals Division, General Foods Corp., N. Y.

**Kenneth Pearson,** brand advertising manager for Schenley Distributors Inc., N. Y., appointed national merchandising manager and coordinator.

**Harry D. Almaine,** formerly promotion-advertising manager of Wincharger Corp., to Howard Industries as general sales manager.

**Harry T. Leithead,** president of Cluett, Peabody & Co., N. Y., elected president of Father's Day Council Inc., advisory group that will help plan for Father's Day (June 20, 1954).

### Agencies

**Robert L. Nourse Jr.,** account executive at Roy S. Durstine, L. A., named vice president in charge of western div. operations, Hilton & Riggio, new Hollywood office, 1680 Vine St. Telephone is Hollywood 2-6343.

**Everett V. Wile,** sales manager, merchandising div., and **Murray Naiditch,** art director, Gregory & House Inc., L. A., and **Lawrence Bole Hicks,** of N. Y. agency bearing his name, have formed **Hicks, Naiditch & Wile Inc.,** 8584 Sunset Blvd., Hollywood. Mr. Wile is president of the firm, with Mr. Hicks vice president and Mr. Naiditch secretary and art director.

**Parker Ekren,** creative director, and **Douglas Huntington,** copy chief, elected vice presidents of Doremus & Co., Chicago advertising and public relations firm.

**Alex T. Franz,** president of advertising agency bearing his name, announces its incorporation, to be known as **Alex T. Franz Inc.**

**Carol Pauker,** copy chief, appointed radio-TV director of Brooke, Smith, French & Dorrance Inc., S. F.

**Jack Daly,** partner, Daly & Richardson, S. F., to Caples Co., that city, as account supervisor.

**George B. Beaumont,** Benton & Bowles, N. Y., promoted to associate account executive on Procter & Gamble (Canada) account.

**Michael McGreal,** camera dept. and process stage head, Warner Bros., Burbank, to Young & Rubicam Inc., L. A., as supervisor of technical film production.

**Robert H. Higgins,** advertising and sales promotion manager, American Paper Goods Co., Kensington, Conn., to Hicks & Greist Inc., N. Y., as assistant account executive

**Mary Thompson,** copy chief, W. H. Male Ltd., Honolulu, to BBDO, L. A., as copywriter.

**Charles A. Pooler,** senior vice president in charge of marketing at Benton & Bowles, N. Y., appointed chairman of projects development committee of Advertising Research Foundation, and **Fred B. Manchee,** executive vice president and treasurer of BBDO, N. Y., named projects progress advisor of ARF.

**William Clark,** production manager, West-Marquis Inc., elected president of Advertising Agency Production Men of Los Angeles.

**Tom Slater,** vice president in charge of radio-television, Ruthrauff & Ryan, N. Y., is father of boy, William Roy, Aug. 6.

**Thad Horton,** D'Arcy Adv. agency, Atlanta, and formerly sports director at WSB-AM-TV there, signed by Georgia Tech in Atlanta to broadcast school's football games this fall.

### Stations

**Harold E. Graves,** program and promotion director at WENE Endicott, N. Y., appointed station manager of WDOS Oneonta, N. Y.

Mr. Graves

**Wallace E. Stone** appointed national sales manager at WITV (TV) Miami.

**J. Pascal (Pat) Swift** of WGR Buffalo and previously assistant advertising manager at Bell Aircraft Corp., Buffalo, to WBUF-TV Buffalo as commerical manager.

**Leonard H. Levitt,** account executive on national accounts, WOV New York, appointed general manager of WTNJ Trenton, N. J.

**Allen Hundley Jr.,** program director, KDSX Denison, Tex., appointed station manager. **William Duke** appointed chief announcer and production supervisor.

Mr. Hundley

**C. M. Conner,** account executive KENI Anchorage, Alaska, to KTVA (TV) that city as retail and national advertising manager.

**Alexander M. Tanger,** account executive

**RESULTS?**

THAT'S US

**CHNS**

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

## with the NEW GATES BCA-250 AUXILIARY TRANSMITTER!

- *ELIMINATES COSTLY OFF-AIR TIME*
- *FULFILLS CONELRAD DEMANDS*
- *SO INEXPENSIVE IT QUICKLY PAYS FOR ITSELF*

Without question the number one concern of radio broadcasters is "off-air" time — costly indeed in terms of station revenue and prestige!

You can eliminate this source of worry entirely at a price that's ridiculously low! Yes, the new 250 watt GATES BCA-250 Auxiliary Transmitter is truly an "Insurance Policy" transmitter meeting all FCC standby requirements.

Designed specifically for auxiliary service, the GATES BCA-250 is all transmitter and consists of all basic equipment for total operation from a 600 ohm audio line to a 50-250 ohm output line. Although response, distortion and regulation is only slightly in excess of that for standard broadcasting service, GATES BCA-250 transmission quality and component reliability are beyond reproach.

### ONE "OFF-AIR" TIME CAN PAY FOR IT!

The price is so modest, it will pleasantly surprise! Since the power consumption is 1000 watts at 115 volts, the complete transmitter with 1000 watt gasoline generating plant can be bought for about $1500. The transmitter cost of about $1100 is often below that of materials necessary to alter the main transmitter in case of Conelrad. What's more, it eliminates the confusion and inconvenience such an alteration entails. The cost of the BCA-250 Transmitter and generating plant is less than that of a generator alone for 1000 watt or higher power stations. In addition the BCA-250 provides complete standby protection instead of protection from power failure alone.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

• 2700 Polk Avenue, Houston 3, Texas • Warner Bldg., Washington 4, D. C. • 51 East 42nd Street, New York 17, N. Y.
• International Division, 13 E. 40th Street, New York 16, N. Y. • Canadian Marconi Co., Montreal, Quebec
• 7501 Sunset Blvd., Los Angeles 46, California

# solid south: 1953 style

The changing skyline of today's mid-South is a happy sight for any advertiser who wants to harness the real sales power of television.

Throughout 29 high income counties in our pivot of the Piedmont, more and more TV homes have their antennas set for Channel 2—WFMY-TV.

It's a solid array of selling potential — compounded of the most progressive families in an area with nearly $1,500,000,000 buying power.

WFMY-TV is *their* television station . . . the daily habit, welcomed, watched and *believed* in homes where the most buying is done. And, significantly, where real selling opportunities exist *for you* — when your message is solidly delivered by WFMY-TV!

**wfmy-tv**

**Basic CBS Affiliate — Channel 2**

**Greensboro, N. C.**

**Represented by**
**Harrington, Righter & Parsons, Inc.**
**New York — Chicago — San Francisco**

## PEOPLE

WHDH Boston, named commercial manager, succeeding vacancy left by death of **Arthur Brush.**

**Buzz Hassett,** WFMY-TV Greensboro N. C., appointed TV sales director, WMT-TV Cedar Rapids, Iowa.

**Dick Harris,** sales service manager, WNAX Yankton, S. D., to KOA Denver as promotion manager.

**Soterios (Buddy) Pappas** appointed program supervisor for WBAL-TV Baltimore.

**Jean (Spider) MacLean** appointed program director at KGAE Salem, Ore.

**Stan Shaw,** formerly with WRC Washington, appointed program manager of WITV (TV) Miami.

**Lin Mason,** program director for WLWT (TV) Cincinnati, resigns to go into advertising field.

**Len Hathaway**, announcer, promoted to production manager of WENE Endicott, N. Y.

**Art Hein,** radio service manager at WBBM Chicago, appointed merchandising manager at WBBM-TV, newly created post. He is succeeded by **Ed Cotter,** formerly midwest division manager for Storecast Corp.

Mr. Schiavone

**James Schiavone,** assistant program and production manager, WWJ-AM-TV Detroit, promoted to program and production manager of WWJ-TV. **Phyllis Hoffmann** appointed public service editor at WWJ-AM-TV, replacing **Mary Jo Peterson** who has resigned.

**Don Weston,** news staff of WBBM-AM-TV Chicago, returns to KGVO Missoula, Mont., as news director.

**Charles E. Trainor,** in charge of jobber co-op advertising for Shell Oil Co., N. Y., to WAGA-AM-TV Atlanta as manager of publicity and promotion, succeeding **Para Lee Brock,** who has resigned to enter motion picture field as free lance writer and director.

**Ed Jordan,** KGKO Dallas, Tex., to WALK Patchogue, N. Y., as sports and special events director. **Hal Fisher,** WWSC Glens Falls, N. Y., to WALK as news director.

**Beull Dalton**, engineer, John Poole Broadcasting System, Hollywood, promoted to director of engineering, KBIG Avalon.

**Charles Abel** appointed chief engineer at KFMB-AM-TV San Diego. **Frank Aamodt** is replacing Mr. Abel as studio engineering supervisor.

**Charles W. Curtin,** formerly with CBS, and **Irvin G. Boudreau,** previously with WKNB New Britain, Conn., named account executives at WDRC-AM-FM Hartford, Conn.

**Jack Cusick** returns to WBBM-AM-TV Chicago as creative writer.

**Jack Thomas,** who conducted *Farm Reporter* program on KTHT Houston, named farm editor

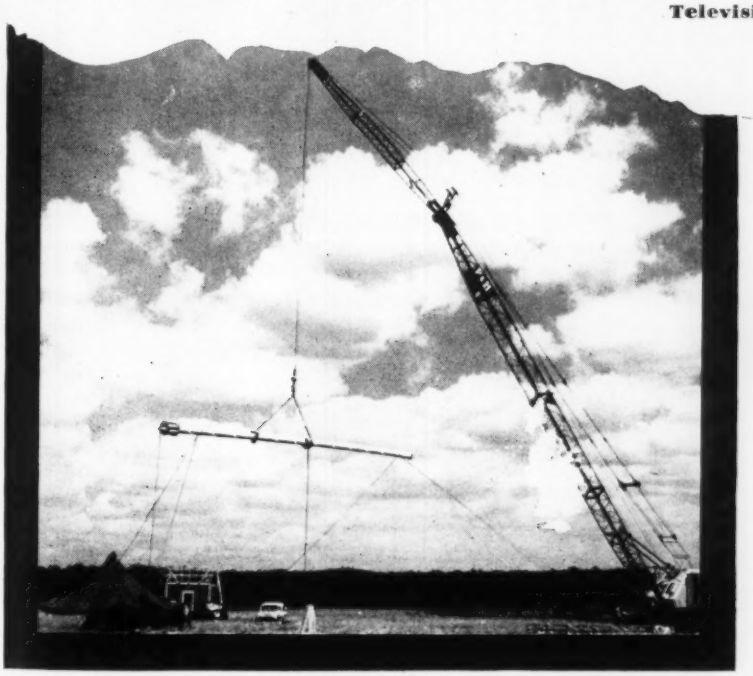
**OUTSTANDING PERFORMANCE!**

"Add 4 more uhf to the log of on-the-air stations which means 45 uhf are now operating out of total of 198. One of the latest to begin testing has the first DuMont uhf transmitter – built for Easton Express WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently".

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rounsely says it's proceeding slowly, won't set commercial date until it's "sure of everything". Meanwhile, he tells us initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas – he cited Milford, N. J. as example – are getting service first time.

Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem."

**Television Digest, July 4, 1953**



Make your report as good as this one by installing a Gabriel Cosecant UHF-TV transmitting antenna.

**NEXT!**

Pattern testing of Channel No. 21 antenna for station KVFD, Northwest Television Co., Ft. Dodge, Iowa. Shipped July 17 to the transmitting site.

A GABRIEL PRODUCT

**THE GABRIEL COMPANY ▸ WORKSHOP ASSOCIATES DIVISION**

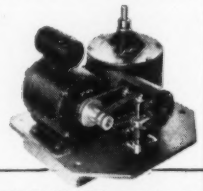
*Endicott Street, Norwood, Massachusetts*

# NOW...ANY Station can have

# *EXACT TIMING*

OF TRANSCRIBED **AM-FM** PROGRAM MATERIAL
OR LIP-SYNCHRONOUS SOUND FOR **TV** FILM...

Available in Fairchild 530 Transcription Turntable or as kit for converting existing equipment... new drive is SYNCHRONOUS at ALL THREE SPEEDS.

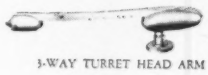


3-SPEED DRIVE, synchronous at 33⅓, 45 or 78 rpm, is integral part of 530 Turntable (left), or available as conversion kit. Turntable available with or without cabinet.

No other transcription table matches the Fairchild 530—and in kit form its exclusive new drive permits converting existing equipment to the *finest modern 3-speed*. With this change you prevent program material overlapping commercials at station breaks, achieve synchronized sound, insure quick starts, eliminate rumble, noise and vibration.

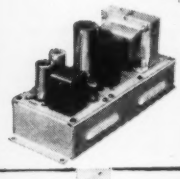
## COMPLETE *High Fidelity* PLAYBACK SYSTEM

For superb professional sound reproduction use Fairchild components: Fairchild 3-way Turret Head Arm with Fairchild Moving Coil Cartridges for lateral and vertical recordings • 205 six-position Passive Equalizer for all records and transcriptions • For line-level output use the Fairchild 650 Preamplifier with high signal-to-noise, and 60 db gain.



3-WAY TURRET HEAD ARM

SERIES 215 CARTRIDGES



SELF-POWERED PREAMPLIFIER

## *Studio... Console... Portable* DISC RECORDERS

Use Fairchild Direct-drive Synchronous Recorders for absolute timing, faithful duplication of original sound on AM, FM, TV. Pitch continuously variable from 80 to over 500 lines per inch on model 523 shown. Now — make microgroove records with your present Fairchild 539 Recorder. Ask about special microgroove Adapter Kits.

*Write for illustrated literature and prices.*

**FAIRCHILD RECORDING EQUIPMENT**

154th St. & 7th Ave., Whitestone, N. Y.

**VISIT US AT THE AUDIO FAIR, HOTEL NEW YORKER, OCT. 14-17**




of new half-hour farm program on KGUL-TV Galveston, Tex.

**Homer (Shag) Morrow,** salesman at WGN Chicago, has transferred to sales staff of WGN-TV.

**William T. Howard Jr.,** previously manager at WWOD Lynchburg, Va., to announcing staff of WDVA Danville, Va.

**Tom Frandsen,** until recently vice-president, Irwin Co., Beverly Hills, to KNBH (TV) Hollywood as host-m.c. on daily late feature film showing.

**Bill Armstrong,** KWBE Beatrice, Neb., to KLMS Lincoln, Neb., as salesman-announcer.

**Perry Douthit,** KFAB Omaha, Neb., to announcing staff of KLMS Lincoln Neb.

**George Faber** appointed executive assistant in news dept. of WBBM Chicago.

**Bill Leyden,** disc jockey, KFWB Hollywood, adds duties with KTTV (TV) that city under exclusive video contract, which permits one nonconflicting network TV program weekly.

**Jerry Crocker,** WJBK Detroit, to WSRS Cleveland as disc jockey.

**Jo McCarthy,** assistant on TV traffic desk, WOW-TV Omaha, Neb., transfers to film traffic dept. **Shirli Miller** succeeds Miss McCarthy on TV traffic desk.

**Carl J. Raymond,** manager of WHHH Warren, Ohio, served as director of Trumbull County (Ohio) sesquicentennial pageant at Trumbull County free fair on Aug. 6-7.

**Reginald P. Merridew,** program director, WGAR Cleveland, presented citation and American flag by American Legion for station's effort to promote display of flags on national holidays.

**Richard (Dick) Rudolph**, for 11 years top salesman at WITH Baltimore presented with plaque from station after breaking sales record.

**David I. Ker,** supervisor of CJSH-FM Hamilton, Ont., named research and labor statistics dept. head of Canadian Daily Newspapers Assn.

**Pete Peterson,** farm editor at WNAX Yankton, S. D., appointed state chairman of agricultural committee of S. D. Junior Chamber of Commerce.

**Dorothy Klock**, producer of WPIX-TV New York's *Living Blackboard* program, is serving as instructor in educational radio at summer session of Columbia U.

**Julie Chase,** co-star and director at WTAG Worcester, Mass., named Mass. state chairman of American Women in Radio and Television.

**Anne Holland,** director of women's activities, public affairs and information dept., WBAL-TV Baltimore, named Maryland state chairman for American Women in Radio and Television.

**Dan Miller,** sales service manager, KLAC-TV Hollywood, father of boy, Gregg Allan, Aug. 7.

**Fred Gregg,** promotion director for Crosley Bcstg. Corp., father of son, Michael Morrow, July 31.

**Phil Sheridan,** WFIL Philadelphia, father of twin boys, Philip Lee and Michael Alan, July 30.

**Josh Barry,** director of sports, special events

**L. O. FITZGIBBONS, Manager**
**WBEL, Beloit, Wisconsin**

**"After 13-week trial, furniture company signed for 52 weeks."**

"Ever since we started AP news, the biggest problem has been to find time for new advertisers — the old ones keep on renewing.

"Another sponsor, Wright & Wagner Dairy Co., with 15 AP newscasts a week, says he is delighted with the results . . . increased enthusiasm among drivers, plus many new customers."

"AP news shows a good profit month after month."

# sponsors STAY with AP NEWS

**VICTOR C. DIEHM**
**President and General Manager**
**WAZL, Hazleton, Pennsylvania**

**"Sponsor of week-day AP news so pleased he bought Sunday slot on WAZL too."**

"Robert Astleford, official of the Farmers Cooperative Dairy, says that since the inception of his AP news programs, business has increased — not only for milk but for all his other dairy products.

"Much of WAZL's local weekly billing is derived from steady sponsors of AP news . . . and there's a waiting list of prospective sponsors."

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
**THE ASSOCIATED PRESS**
50 Rockefeller Plaza, New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

**"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."**

Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

*on the efficient 620 frequency*

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC




and publicity at WNOR Norfolk, Va., father of boy, Robert Jon.

**Bill Whitley,** news director, KNXT (TV) Hollywood, and Annette Taylor were married July 31.

**Glenn Elliott,** disc jockey and promotion manager, WANE Fort Wayne, Ind., and Lee Granoff were married July 19.

## Networks

**Don Goldsmith,** formerly account executive at Jam Handy Organization and associate at Wilding Pictures, both production firms, to CBS-TV Chicago as film salesman.

**Ben Brady,** writer of pilot film for ABC-TV *Ray Bolger Show* and producer of former NBC-TV *Those Two*, signed to produce CBS-TV *Red Skelton Show*, which starts Tues., Sept. 15, 8:30-9 p.m. EDT.

**Mort Green,** radio and television writer, has become regular panelist on *Where Was I?* (DuMont, Tues., 9:30-10 p.m. EDT), replacing **Samuel Grafton,** who is devoting full time to writing.

**Fred Gough,** cameraman, CBS-TV Hollywood, father of girl, Anne Marie, Aug. 7.

## Manufacturers

**Clarence M. Clark,** manager of accounting, Elmira, N. Y., plant, Westinghouse Electric Corp., appointed manager of Bath, N. Y., plant.

**John P. Driver,** field sales representative for Detroit district, RCA Tube Dept., to Shand Radio Specialties, Flint, Mich., as sales manager.

**Maurice L. Alexander,** assistant production manager and manager for TV and radio, appointed plant manager of Batavia, Ill., Tube Plant of Appliance & Electronics Div. of Avco Mfg. Corp.

**Donald W. Jackson,** eastern regional sales manager for Raytheon Mfg. Co., and E. A. Freiburger, formerly Milwaukee district representative for Philco Corp., named regional managers for Admiral Corp., with headquarters in Indianapolis and Des Moines, respectively.

**Emil A. Mesics,** Otis Elevator Co., named director of personnel of RCA International Div., N.Y.

**Nat Welch,** formerly account executive for WAFM-TV Birmingham, Ala., named sales manager of Orradio Industries Inc. (Irish Brand magnetic tape for tape sound recorders), Opelika, Ala.

**Jerome Goldman,** Tele King Corp., named senior electronic engineer on government equipment for CBS-Columbia, Long Island City, N. Y.

**Matthew (Cully) Wilkin,** vice president in charge of sales for Slick Airways, N. Y., to Packard-Bell Co., L. A., radio-TV set manufacturer, as assistant sales manager.

**Robert Conner,** director of engineering, KLAC-AM-TV Hollywood, resigns to rejoin RCA Victor as administrative assistant to manager of engineering products division at Camden, N. J.

**Robert W. Fordyce** named district sales manager for eastern region, Raytheon Mfg. Co.

## Representatives

**Boyd B. Garrigan,** sales staff of Arrow Television Productions, Hollywood, to Forjoe & Co., radio and television representative, as sales account executive in L. A. office.

**Alfred J. Larson,** assistant to sales promotion manager of Artra Cosmetics Inc., Bloomfield, N. J., to Paul H. Raymer Inc., national radio and TV representative, as account executive in N. Y. offices.

**James T. Simler,** account executive at KSTP-TV Minneapolis, to Chicago sales staff of Adam J. Young Television Corp., TV stations representative.

**Edwin C. Metcalfe,** KECA-TV Los Angeles, to Hollywood office of Weed & Co., radio-TV station representative firm.

**Edward R. Scannell,** Weed & Co., appointed radio-TV director for Chicago Junior Assn. of Commerce.

## Program Services

**Hugh Grauel,** salesman for ABC-TV on West Coast, has been appointed central northwestern sales representative for RCA Thesaurus, succeeding **Gregory Reeser**, who has joined NARTB.

**Marvin P. Holtzman,** syndicate sales manager of Columbia Records Inc., appointed director of popular artists and repertoire for Columbia's Okeh Records, replacing **Daniel A. Kessler,** who has resigned.

**John B. Bissell Jr.,** account executive with WOR Recording Studios, N. Y., to advertising sales staff of *The Reporter* magazine.

**David Pollard,** writer at Young & Rubicam, to production staff of Bell Productions, TV packager.

## Services

**J. Z. Millar,** director of research of Western Union Telegraph Co., appointed vice president of development and research.

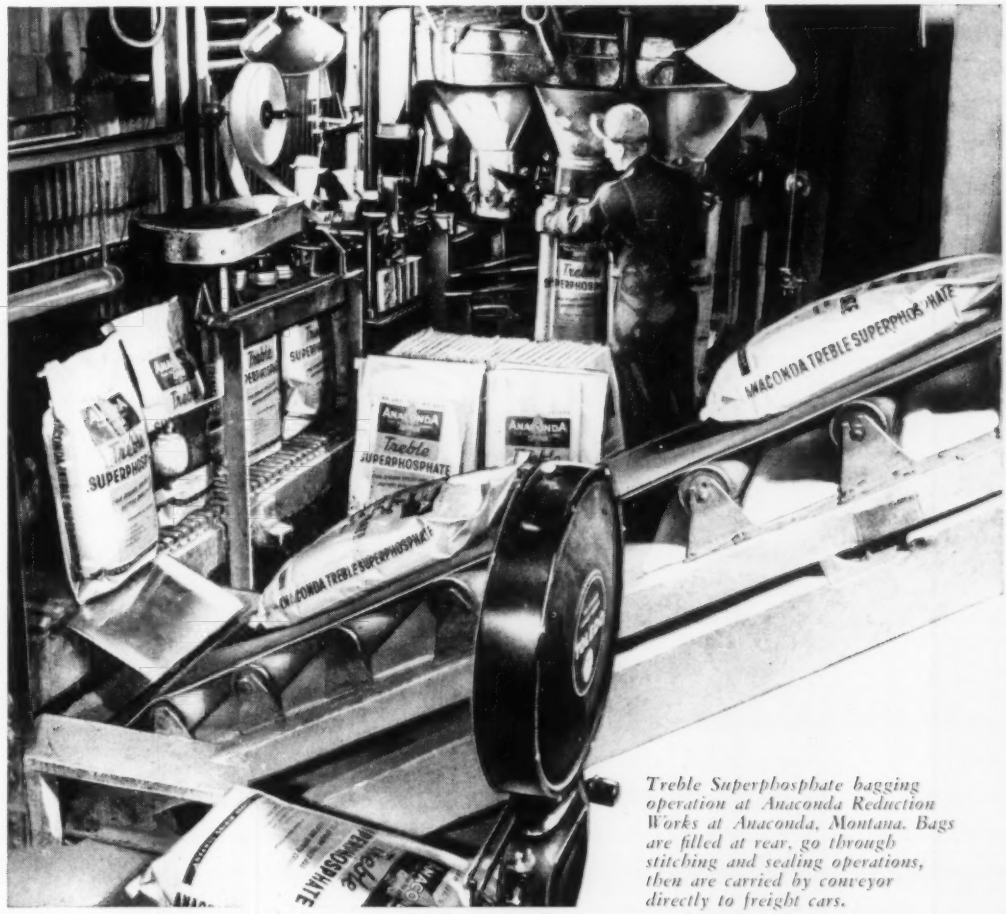
## Government

**Wallace A. Gade,** formerly program director for KQW (now KCBS) San Francisco and more recently director of radio for ECA and MSA, named director of overseas information branch of U. S. Foreign Operations Administration.

**Commander Edward F. Hutchins** is new officer in charge of AFRS Hollywood. He relieves **Col. William Mason Wright Jr.,** now retired.

## Trade Associations

**Arthur Edeson** named president of American Society of Cinematographers to serve remaining unexpired term of **Charles G. Clarke**, who has resigned.




*Treble Superphosphate bagging operation at Anaconda Reduction Works at Anaconda, Montana. Bags are filled at rear, go through stitching and sealing operations, then are carried by conveyor directly to freight cars.*

# "ANACONDA" stands for more than metals!

A little known part of Anaconda is its production of high-strength phosphate fertilizers for Western farmers.

A plentiful supply of phosphate is vital to plant growth, a prime requisite for bountiful crops. The soils of many Western States, low in phosphates to begin with, lose more and more with each harvest. With Anaconda's Treble Superphosphate or Phosphoric Acid, farmers can easily replace this necessary chemical and substantially increase their per-acre production.

Anaconda's fertilizers are produced at the company's Reduction Works at Anaconda, Montana, from phosphate rock mined at Conda, Idaho. Containing about 42% available phosphoric acid (almost triple the amount available in ordinary low grade phosphate fertilizers) Treble Superphosphate's granular form permits easy spreading.

During 1952, Anaconda produced more than 100,000 tons of treble superphosphate and phosphoric acid. Based on numerous agricultural college and County Agents' tests conducted in the intermountain area, this production, properly applied, would increase food crops in 15 Western States by:

**200,000 tons of beet sugar**
**300,000,000 pounds of vegetables**
**750,000 tons of alfalfa**
**4,500,000 sacks of potatoes**
**4,000,000 bushels of grain**

Presently, a new sulphuric acid plant is being built to facilitate Anaconda's fertilizer production.

This mining and processing of phosphates is only a small part of Anaconda's operations. Producing a large family of metals for America, Anaconda is carrying on a far-flung modernization, improvement and expansion program, at mines, mills and fabricating plants. All phases of the program are directed to the same goal . . . more and better products for the country. 53274-A

**ANACONDA**
**COPPER MINING COMPANY**

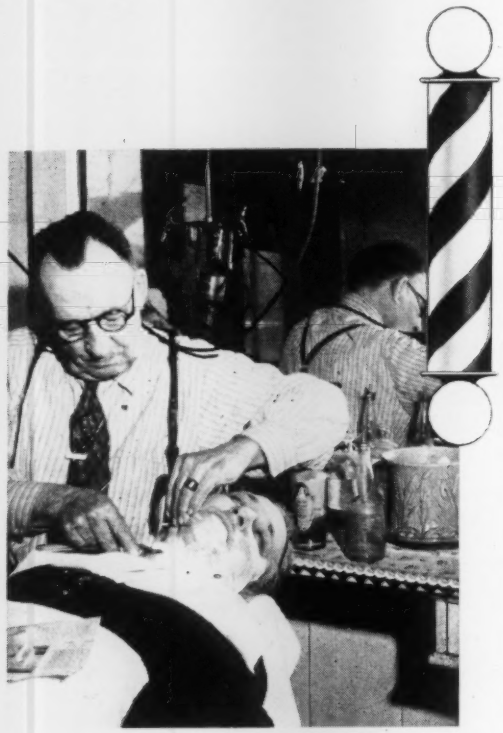
*The American Brass Company*
*Anaconda Wire & Cable Company*
*Andes Copper Mining Company*
*Chile Copper Company*
*Greene Cananea Copper Company*
*Anaconda Aluminum Company*
*Anaconda Sales Company*
*International Smelting and Refining Company*

## NAEB Sends Hovey As Representative to Italy

NEWS ANALYST and Wisconsin U. Journalism Professor Graham Hovey has been named representative for the National Assn. of Educational Broadcasters to Italy, where he will spend the forthcoming academic year. Mr. Hovey's commentary, *Background of the News*, is heard over WHA Madison, Wis., and the Wisconsin FM network. The other NAEB representatives are Howard Kreschkopf, of the Lowell Institute Cooperative Broadcasting Council in Boston, who will go to France, and Buton Paulu, director of the University of Minnesota station KUOM Minneapolis, who will go to Britain.

As a part of the program, which is a two-way exchange between the American educational organization and radio-TV networks in the three European countries, a representative of Italian radio will come to Purdue U.; a French network representative will be stationed at Iowa State College, and NAEB hopes to provide a third grant at a university site of one of its stations for a specialist from BBC.

Mr. Hovey, who has been awarded a special Fulbright research grant, will arrange for an exchange of programs between Radio Italiana and the NAEB. In his visit to Italy, Mr. Hovey will return to familiar ground. He was a correspondent there for INS during World War II.

NEIGHBORLY and NEWSY as a Small Town Barber Shop

Here's why WIBW rings up such smashing sales totals on the cash registers of dealers who handle WIBW-advertised products. We're "folksy". We're newsy. We're sincere.

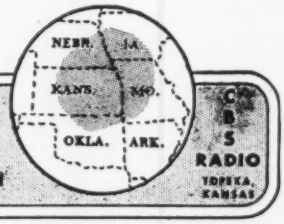
That's the way our listeners want us to be. How do we know? Because for the 16th consecutive year*, the statewide army of Kansas farm families have said, "We listen more to WIBW than any other station."

* Kansas Radio Audience—'52

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN




Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN


## Religious Workshop Hears Boost for 'Untried' Ideas

UNTRIED programming devices are broadcasting's "greatest resource reserve," Ralph W. Hardy, NARTB vice president, told the Eighth Annual Religious Broadcasting Workshop last Monday. The workshop was held at Indianapolis under auspices of the National Council of Churches of Christ in the U.S.A.

Urging religious leaders to keep uppermost in their minds that listening and viewing are completely voluntary and informal, he described the audience this way:

"You are talking to a truck driver roaring monotonously over the highway. You are talking to a teen-age girl who is putting her hair up in bobby pins and who has just three pins to go before she can get over to switch the dial from you to some music.

"You are talking to the aged and bed-ridden who want to see the world of now and hereafter through your eyes. You are reaching the good, bad and indifferent, each one in a different frame of mind, each one in a different environment. The inflection of your voice, the tolerance of your spirit, and the skill of your attention-holding manner all should speak through your pulpit of the air presentation."

Mr. Hardy warned that religious broadcasters share with station management concern for the size and loyalty of the audience. "Your stewardship of the period allotted to you may well determine the audience responsiveness for some hours to come in the broadcast day," he said.

Staff of workshop, which will run for three weeks, includes: A. R. Edyvean, professor of speech and broadcasting, Butler U.; Anne F. Griffen, professor of speech and radio, Wesleyan College, Macon, Ga.; Rudy Bretz, instructor in television, College of City of New York, and Gilbert Seldes, writer.

## Illinois' Rep. Yates Says Educational TV Is 'Must'

AN EDUCATIONAL TV channel is a "must" and the "wonder of television should not be exploited for profit-making purposes," Rep. Sidney Yates (D-Ill.) has asserted in a letter to the *Chicago Sun-Times* on the proposed educational TV station for Ch. 11 in Chicago.

He noted the drive to raise funds is "more than halfway to its goal" and expressed hope citizens within the 60-mile area of the proposed station would support "this vital project."

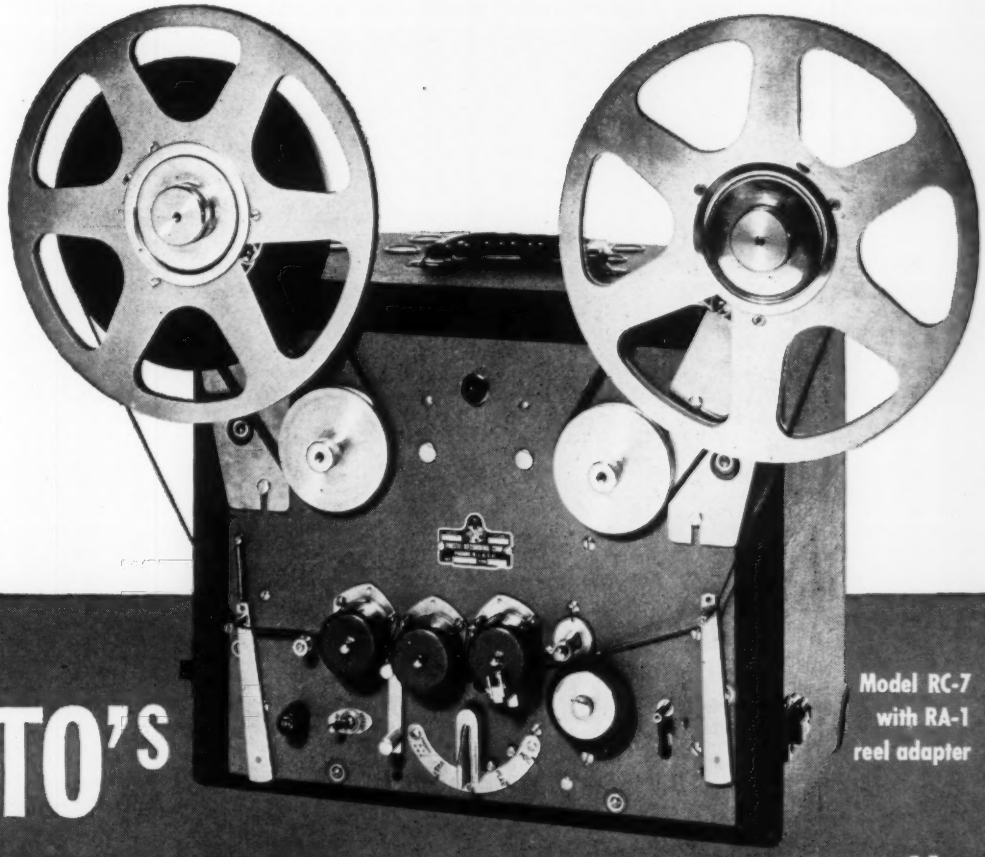
## WCFM (FM) Airs Classes

WCFM (FM) Washington currently is broadcasting its *University of the Air* series. The programs, covering various academic subjects, are presented from 9:30 to 10 p.m., five times weekly, and are scheduled for eight weeks.

Participating in courses for the series are Catholic U., Georgetown U. and George Washington U., all Washington; St. John's College, Annapolis, Md.; Library of Congress; Pan American Union, and the Phillips Gallery.

## NAEB's 'Way of Mankind'

NATIONAL Assn. of Educational Broadcasters last week announced a second "Way of Mankind" series of 13 half-hour broadcasts dealing with "the general pattern of human behavior, studying various known cultures of the world." The new series is part of an NAEB program made possible by a $300,000 grant from the Ford Foundation Fund for Adult Education, a spokesman said.



Model RC-7 with RA-1 reel adapter

# PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

**Compare the RC-7 with any studio-type recorder**

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

**Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!**

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

**Export Division:** 25 Warren Street, New York 7, N. Y.
**Canadian Division:** Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

# 'SHARE-TOWER' OFFER MADE BY WREC

OFFER to share the proposed 1,050-foot TV tower of WREC Memphis with Memphis Community TV Foundation which seeks educational reserved uhf Ch. 10 there has been made by WREC owner Hoyt B. Wooten. WREC is applying for vhf Ch. 3, which also is being sought by WMPS Memphis.

The Foundation already has been given nearly $190,000 in equipment, including a new transmitter and use of a 360-foot tower, from WMCT (TV) Memphis (Scripps-Howard station) [B•T, Aug. 10, June 22].

WREC's proposed TV tower would be the maximum height regulations allow, according to the educational television group.

Mr. Wooten also offered to construct a building for the educational station's transmitter at a reported cost of not less than $15,000, according to Julian B. Bondurant, chairman of the Memphis foundation.

Mr. Bondurant also said the offer was accepted on the basis that the Foundation's engineers must first survey what would be the best set up for the educational outlet. The foundation, made up of a cross-section of educational groups in the area, said $35,000 more is needed for studio equipment and a source of income for operating expenses. Aim is to put the station on the air shortly after Jan. 1.


Radio's
GROWING

Because radio delivers the results to advertisers at lowest cost.

A recent promotion on a WGN morning program brought in 20,156 letters—*each enclosing 25¢ and a product label.* An additional 11,400 came without the label due to lack of distribution of the product . . . A TOTAL OF 31,556 RETURNS.

Here again is proof of the pulling power of WGN in the middlewest—reaching more homes per week than any other Chicago station.*

* *Nielsen Coverage Service.*

*A Clear Channel Station Serving the Middle West*

MBS

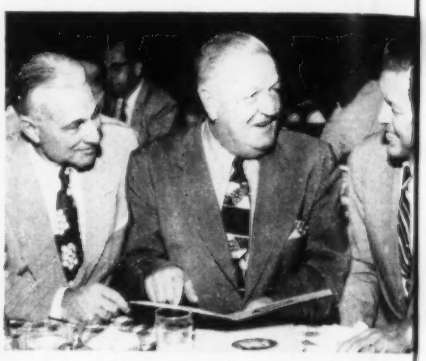
WGN

Chicago 11 Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

## TV NEWSREEL

MORRIS Underwood (seated) signs for Underwood's Bar-B-Q Pit to sponsor Flash Gordon 52 weeks on KDUB-TV Lubbock. Standing (l to r) are KDUB-TV's Lloyd Wright, slsman.; W. D. (Dub) Rogers, pres., and Ken Cariker, announcer, in space suit.



WWJ-TV Detroit telecasts of the Saturday feature race at Hazel Park Track are agreed to by Goebel Brewing Co., sponsor. L to r, Dick Connell, Hazel Park Racing Assn. pres.; George Krehbiel, commentator, and Jack Graham, Goebel adv. mgr.

YEAR'S contract to sponsor special events and traditional programs on KEYT (TV) Santa Barbara, Calif., is signed by Colin M. Selph (l), KEYT pres.; Joe D. Paxton (c), County National Bank & Trust Co., and R. Hill Carruth, KEYT sls. mgr.

DISCUSSING NBC research presentation "Why Sales Come in Curves" (on brand-switching) after Los Angeles showing are (l to r) Glenhall Taylor, radio-TV dir., N. W. Ayer & Son; Andy Potter, radio-TV dir., Calkins, Holden, Carlock, McClinton & Smith; Ben Potts v.p., Lennen & Newell, and Thomas C. McCray, asst. dir., NBC Western Div.

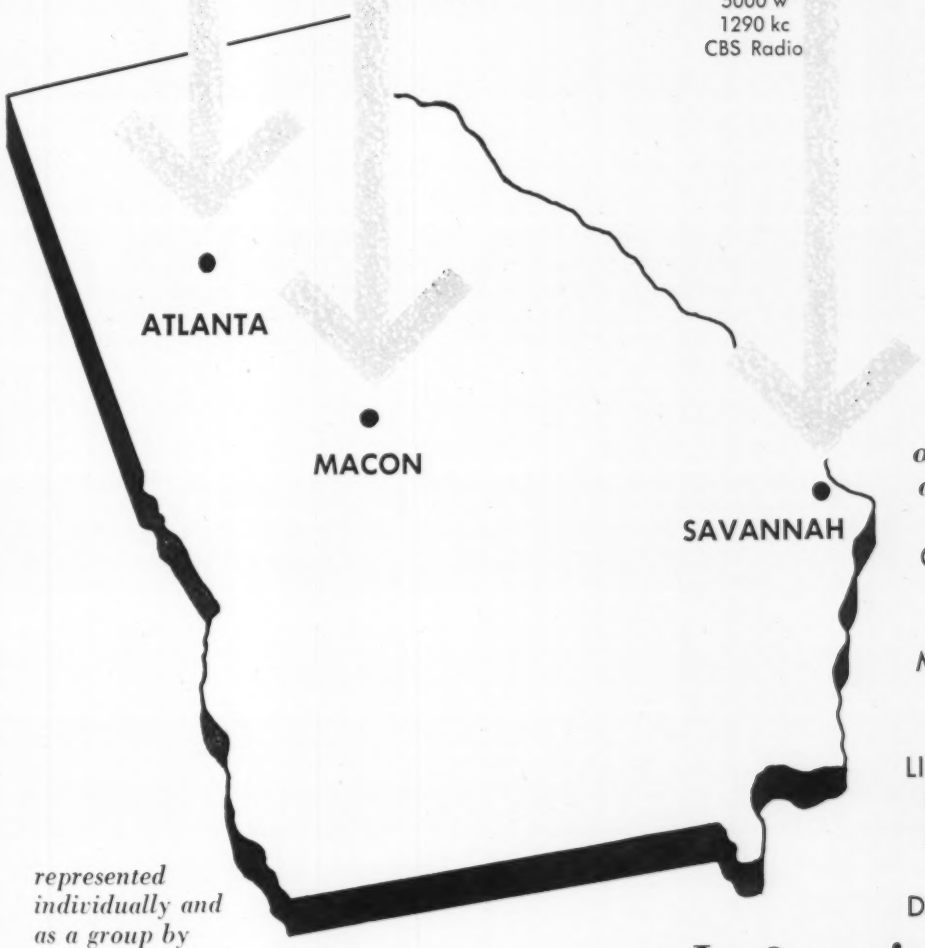
*Only a combination of stations can cover Georgia's major markets.*

# The Georgia Trio

**WAGA**
5000 w
590 kc
CBS Radio

**WMAZ**
10,000 w
940 kc
CBS Radio

**WTOC**
5000 w
1290 kc
CBS Radio




*The* **TRIO** *offers advertisers at one low cost:*

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

*In 3 major markets*

*represented individually and as a group by*

**The KATZ AGENCY, INC.**

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

### Aloha Week Committee Drive

TELETHON on KGMB-TV Honolulu, arranged on seven hours notice, pushed Hawaii's Aloha Week Committee funds drive over the top 55 minutes after the telecast began, according to the station. The committee's campaign faced failure when collections lagged behind in an effort to provide matching funds to a legislative grant. Station reports the Beam & Milici agency in Honolulu thought of the telethon. The agency's Ray Buisseret and KGMB-TV Program Director Bob Costa handled the show. Vern Bruggeman and Carl Hebenstreit at the station emceed the program featuring Hawaiian talent.

### WMRN Fetes FFA

WMRN Marion, Ohio, recently held its ninth annual luncheon in honor of outstanding members of the Future Farmers of America, with Charles Might, WMRN farm editor, representing the station for the program. It was the fourth time the station has feted an American Star farmer, highest honor in the FFA, from its listening area, according to R. T. Mason, WMRN general manager, who was elected Honorary State Farmer in 1950 by Ohio's FFA members.

### Lubbock Blood Drive

LUBBOCK, Tex., stations KFYO KCBD-AM-TV KSEL KVSP and KDUB-TV and the local Junior Chamber of Commerce went all out in a two-week campaign for blood donations, with 654 pints being donated to exceed the 400-pint goal.

### L. A. Community Chest Films

THREE four-minute Los Angeles Community Chest TV films, shot under supervision of Don Norman, KNBH (TV) Hollywood manager, by George Travell Productions, Los Angeles, have been released to all TV stations in the city. The films feature Community Chest work at the Variety Boys Club, Salvation Army USO Center and the local Orthopedic Hospital.

### Letters to Korea

ADVERTISING COUNCIL announces it will launch a campaign through its radio allocation plan next month to stimulate letter writing to servicemen in Korea by their relatives, friends, neighbors and former co-workers.

### Praise for KVOE

KVOE Santa Ana, Calif., has been commended by Arthur A. Schuck, chief scout executive of the Boy Scouts of America, for its public service coverage of the third national Boy Scouts Jamboree held in Orange County. Besides 22 hours of live broadcasts direct from the site of the Jamboree, the KVOE staff of 14, directed by owner-general manager Ernest L. Spencer, tape recorded two quarter-hour programs for MBS and made 101 open-end 12 minute on-the-spot tape interviews with Boy Scouts from all parts of the U. S. for release to their hometown stations.

### WIRC Aids Polio Fight

WIRC Hickory, N. C., in the area hit by a polio epidemic first in 1944 and again in the past months, reports it has been busy helping provide information to the local residents and entertainment for quarantined youngsters. WIRC interrupts its regular schedule during the day to give emergency notices, news items, announcements of clinics, restrictions and suggested precautions. Station provides time seven days a week for special shows to entertain the youngsters in clinics. WIRC staffers give hours from their own time to assist in the clinics, according to the station.

### WGN-TV Telethon Plans

PLANS for a Labor Day telethon to raise money for City of Hope, national, non-sectarian medical research center, have been announced by WGN-TV Chicago. The telethon will begin Sept. 6 and run to next day. It will feature celebrities. Malcolm-Howard Adv. Agency is drawing up the preliminary plans. Robert A. Hibbard, assistant to the manager of WGN-TV, will coordinate the project. A similar telethon was aired by WGN-TV in 1951.

### KNOR Aids Blood Drive

NEWSMAN Clyde Davis of KNOR Norman, Okla., took a portable tape recorder to a Bloodmobile to interview blood donors before donating his own pint. The tape was played back on the air and the Red Cross reported the drive for blood successful.


*Nationally Honored*

**HELENE DILGER**

*Winner U. S. Department of Agriculture Award for Superior Service*

**NOW CONDUCTS "TODAY'S COOKING"**

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

**FREE & PETERS, INC.**
***Exclusive National Representatives***

WOC-TV Channel 5

**The Quint Cities**
**COL. B. J. PALMER, *President***
**ERNEST C. SANDERS, *Resident Manager***
**Davenport, Iowa**

PERSONNEL RELATIONS

## AFM-INDUSTRY TALKS DEFERRED FOR MONTH

**'Pressure of duties' will prevent Petrillo from entering into consideration of various issues until September. Exploratory talks have been held.**

CONSIDERATION of various problems that have been sources of friction between American Federation of Musicians and the radio-television industry will be deferred at least until next month, it was learned last week, because of pressure of official duties placed on AFM President James Petrillo.

An AFM spokesman told B•T Thursday that exploratory talks were held by musician and TV network representatives on the question of using motion picture clips having musical backgrounds on television shows. While Mr. Petrillo was in Europe, the spokesman added, no headway was made in the talks which centered on AFM's position that each musician appearing in the filmed sequence be paid $25, and that the TV producer in addition make a contribution to the union's welfare fund.

### Demands Affect 'Today'

AFM's demands have affected the five-minute film clips used on NBC-TV's *Today* show under sponsorship of Cameo Curtains Inc. Clips without musical background are currently being used on the show. Another projected program that has been limited in its planning by AFM restrictions is the TV series planned to be presented jointly by ABC-TV and the Motion Picture Assn. of America. It was this project that initiated talks between ABC-TV and AFM last month.

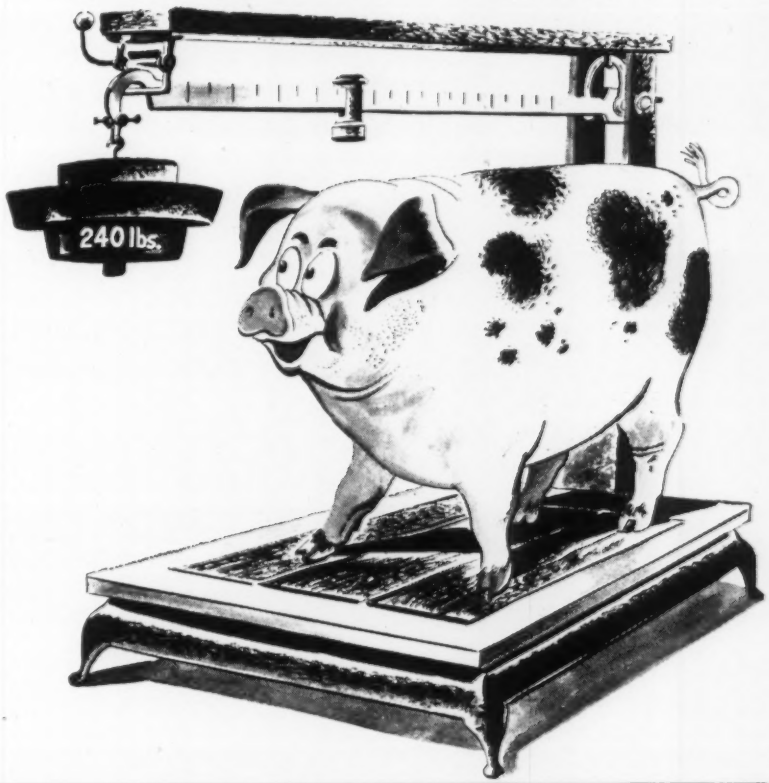
In another area of conflict, the spokesman said, AFM is preparing a battle against "excessive use" of canned music on radio and television programs. He said that Mr. Petrillo and leaders of AFM locals, particularly in New York, are expected to make the canned music issue a major topic of discussion in negotiations with radio and television broadcasters on a new contract. The present pact expires in January 1954.

Mr. Petrillo reportedly will visit New York next month to begin talks on the motion picture clips and canned music issues, the spokesman said. He added there was no indication at this time that Mr. Petrillo will press for immediate discussions with AFTRA with respect to the latter union's insistence that musicians doubling as emcees hold cards in AFTRA [B•T, Aug. 10].

## WFPG-AM-FM-TV Signs AFTRA Contract

TWO-YEAR contract covering four fulltime and one parttime announcers has been signed by WFPG-AM-FM-TV Atlantic City and AFTRA. Announcers returned to assignments Aug. 10. They had not been at work since July 4. The contract cannot be re-opened until August 1955. The stations continued normal operations with executive and supervisory personnel.


# How many pounds are pork chops?




☐ 50 lbs... ☐ 25 lbs... ☐ 10 lbs...

As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a "package" that includes many less popular cuts as well as a lot of weight that isn't "eatin' meat".

A porker that weighs-in at the meat packing plant at 240 lbs., shows up at your retail market as 115 lbs. of fresh and smoked pork products and 35 lbs. of lard. Only 150 lbs. altogether. And only 10 lbs. of this are center-cut pork chops.

That's why you usually pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping". They compare, pick, choose. In a free market, their choice of the available supplies sets the values—whether it's in pork or peaches; beef or bananas.

**Did you know** . . . pigs come into a packing plant in "one piece" . . . they leave in as many as 80 different pork products . . . that when you speak of the "meat packing industry" you mean *4,000 different companies* . . . that through competition, efficient modern methods and full utilization of by-products, your meat is marketed at a *lower service cost* between farm and table than almost any other food?

*AMERICAN MEAT INSTITUTE • Headquarters, Chicago • Members throughout the U. S.*

## ABC Western Div. May 'Farm' Publicity to Independent Firm

**Negotiations between the union and the network are at a standstill. One bid for doing publicity is from Foladare, Greeg & Bock, which asks $5,000 per month to handle the 11 Western states.**

WITH negotiations on publicists' wage increases between the ABC Western Div. and National Assn. of Broadcast Engineering Technicians at a standstill, the network reportedly is considering "farming" out its publicity to an independent Hollywood firm.

If the network carries through on this, NABET is expected to call out picket lines from other ABC units it represents. These include among others, engineers, traffic, news writers, building maintenance, transcription clerks and carpenters.

A known bid for the network's publicity is from Foladare, Greeg & Bock. The requested price is $5,000 per month to handle the 11 Western states.

NABET recently completed negotiations with NBC bringing the publicists' average weekly salary to about $127. The union is attempting to raise ABC's average pay from the current $90 per week.

## TWA Requests TV Talks With CBS, NBC, ABC

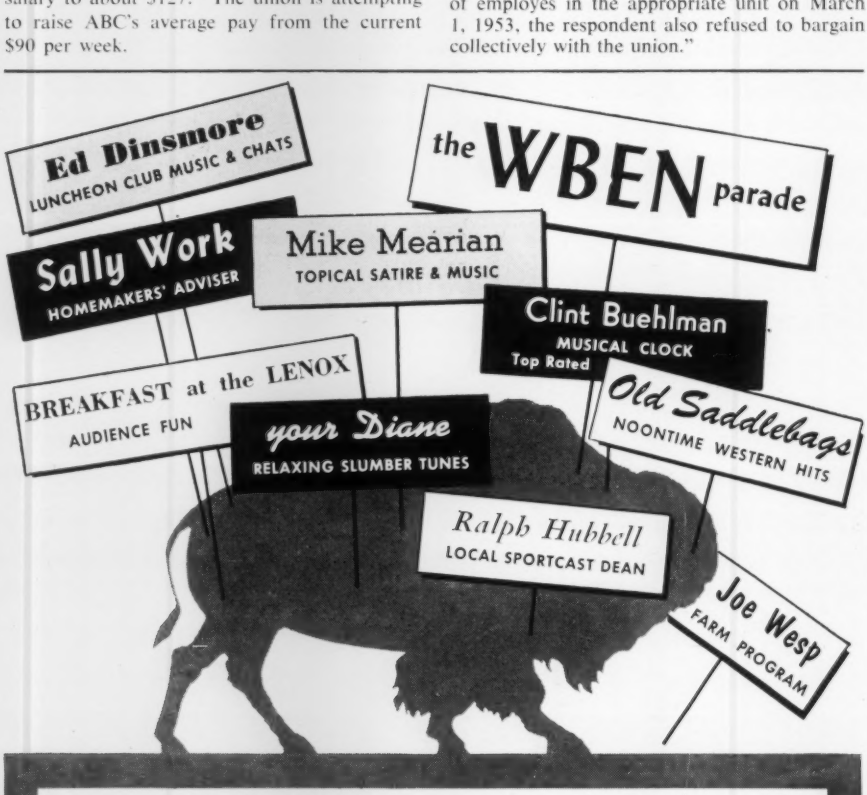
TELEVISION Writers of America, having recently won the representation election over Authors League of America-Screen Writers Guild, for free lance writers at the TV networks, has requested appointments with NBC, CBS and ABC to discuss bargaining agreements.

Meanwhile, the National Labor Relations Board has ruled out a TWA request to represent writers at McCadden Productions, Hollywood producers of the CBS-TV *Burns and Allen Show*. Tally of ballots at McCadden showed four voters, one voting for ALA-SWG, and one for TWA. The other two were challenged by ALA-SWG on the grounds they no longer were employed by McCadden with NLRB agreeing they were "ineligible to vote."

Screen Writers Guild now claims a total of 81 filmed TV shows represented by ALA-SWG to one for TWA.

## NLRB Examiner Rules KMAC, KISS Must Bargain

KMAC San Antonio and its associated FM station, KISS, must stop refusing to bargain with IBEW Local 1348, under recommendations by Trial Examiner V. W. Whittemore of the National Labor Relations Board. The examiner found that the local has represented a majority of technical employes since Feb. 8, 1953; that the stations had refused to bargain with the local, and that "by unilaterally increasing wages of employes in the appropriate unit on March 1, 1953, the respondent also refused to bargain collectively with the union."


**WBEN** has personalities—plus. They add *personal* punch to your sales message. Buffalo-area audiences *believe* WBEN personalities.

*Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.*

**BUFFALO EVENING NEWS STATION**




## Manufacturers to Exhibit At Chicago Fair Sept. 1-3

RCA's four-pound television camera, the "TV Eye," will be demonstrated, along with a "breath controlled" television receiver, at the International Sight & Sound Exposition and Audio Fair at Chicago's Palmer House Sept. 1-3.

Entire control unit for the "TV Eye" weighs only 18 pounds. It is a closed circuit TV system using a standard type receiver as a monitor and utilizing a free channel that can be tuned without interfering with reception on other channels. "Breath controlled" TV will be exhibited by Lion Mfg. Co., which initially built the apparatus for polio victims.

Other manufacturers scheduled to show TV models at the fair: Admiral, Crosley, General Electric, Hallicrafters, Motorola, Pilot, Radio Craftsmen, Zenith and Video Corp. of America.

## 100 Remote Systems Sold By Rust Industrial Co.

RUST Industrial Co. Inc., Manchester, N. H. reported last week that more than 100 of its remote control systems for operating unattended transmitters have been bought by the industry since an FCC order early this year authorizing station transmitter operation by remote control. Some 75 stations have ordered the equipment of which 50 now are operating remotely, while the others were bought by two "major transmitter manufacturers."

## New Channels Added on AT&T N. Y.-Boston Link

COMPLETION of installation of additional channels on the New York-Boston radio relay system, first link in the Bell System microwave network, in operation since 1947, was announced last week by the Long Lines Dept. of AT&T. The New York-Boston system now provides eight channels, two northbound for TV service, two in each direction for telephone service and two for maintenance and protection.

AT&T also said that WTVI (TV) Belleville, Ill., second TV station in the St. Louis area, had been connected to the TV network facilities, getting network program service from St. Louis via an 11-mile microwave link provided by Southwestern Bell Telephone Co. Network system now connects 147 TV stations in 98 U.S. cities.

## RCA Transmitter to WITV

RCA Victor Engineering Products Dept. last week announced it has shipped a 1-kw uhf TV transmitter to WITV (TV) Fort Lauderdale, Fla., which with the outlet's high-gain antenna and special transmission line will multiply the strength of the signal 20 times. RCA expects to ship the antenna and auxiliary equipment later this month, the announcement said. WITV will be on Ch. 17 and is owned by Gerico Investment Co.

## DuMont Gear for KFBB-TV

BUTTREY BROADCAST Inc., holder of Ch. 5 CP for KFBB-TV Great Falls, Mont., has ordered a 5-kw vhf transmitter and associated station and studio equipment from the television transmitter division of Allen B. DuMont Labs. Inc., it was reported last week by DuMont Labs. No on-the-air date for KFBB-TV has been set as yet.

## Garage Becomes TV Studio Under WGN Designing

TO serve as a studio for television merchandising, WGN-TV Chicago has remodeled a garage on the near north side of the city.

The new garage-studio was officially placed in operation with the launching of the film series, *Ringside With Rasslers*, serving as origination point for Downtown Motor Sales' live commercials. WGN-TV expects to use the garage-studio for automotive and other commercials on an extensive scale.

The garage-studio also will serve to house WGN's mobile radio-TV equipment (including 14 cars and trucks) and to store engineering equipment. Remodeling was supervised by Carl J. Meyers, engineering director of WGN Inc. (WGN-AM-TV), and George Petterson, production facilities manager.

**ENGINEERING personnel of WGN-TV Chicago discuss features of garage remodeled by station to serve as combined TV merchandising studio, housing center for AM-TV remote equipment and storehouse. They are (l to r) Curt Norling, engineer; Carl J. Meyers, engineering director of WGN Inc.; Don Romer, engineer; George Petterson, WGN-TV production facilities director, and Willard Strickland, engineer.**

## Gates AM Transmitters Shipped to 7 Outlets

GATES Radio Co. shipped AM transmitters to seven stations during the week preceding Aug. 6, L. J. Cervone, general sales manager, has announced. A 250-w replacement transmitter went to WDSR Lake City, Fla., and a 1-kw transmitter went to WKWF Key West, Fla., for a power increase.

The others went to new stations: WBTO Linton, Ind. (500-w); Wayne County Broadcasting Co., Fairfield, Ill. (500-w); Canadian Marconi Co., Montreal (1-kw); WITY Danville, Ill. (1-kw), and CHED Edmonton, Alta., Canada (1-kw).

**CORRECTION**

Inadvertently, the call-letters of KXYZ, Houston, were mis-printed in the August 10 Frederic W. Ziv Company color spread.

## Telechrome Color Gear Ready

"WITH color TV programs about to go on the networks, Telechrome is now producing and delivering the equipment necessary to convert network stations for color pick-up and broadcasting," J. Raymond Popkin-Clurman, Telechrome president, announced Thursday. Telechrome, he said, has opened a second plant to meet the demand for conversion equipment. Company is located in Amityville, N. Y.

## WEEX Takes RCA AM Unit

RCA Victor has shipped one of its new type BTA-250M AM radio transmitters to WEEX Easton, Pa., which expects to go on the air "in the near future" on 1230 kc, RCA announced last week. The licensee, Easton Publishing Co., also is licensee of WEEX-FM and WGLV (TV) that city, the latter scheduled to go on the air last Friday.

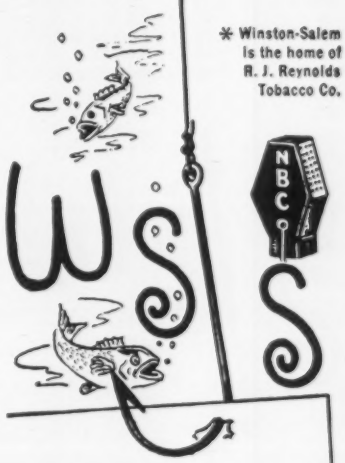
## Norfolk Uhf Forum

CONVERSION of TV sets to uhf was the topic of chief concern to about 800 TV set dealers and service men of the Virginia Tidewater area who attended a Uhf Technical Forum last Monday at Norfolk's Monticello Hotel. Main speakers included Tom Chrisman, president of WVEC-TV Hampton, NBC affiliate scheduled to begin operation on uhf Ch. 15 Sept. 19; Fred N. Dodge, NBC, and others.


SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.




DRUG SALES for WINSTON-SALEM'S WSJS 15-COUNTY MARKET $16,949,000*
Sales Management 1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

## GE to Up Tube Output

UPON completion of General Electric Co.'s "multi-million-dollar retooling project" now underway at its Buffalo and Syracuse plants, the firm will increase production of its "aluminized" TV picture tubes 50%, J. Milton Lang, GE Tube Dept. general manager, said last week. He said the metallic reflective coating on the rear of the viewing screen increases a tube's output up to 100% and improves picture contrast.

## Admiral Corp. Sales Rise

ADMIRAL Corp. sales for 1953's first half were $131,222,438, up 58% over $83,015,391 for the 1952 first half. Net earnings of $4,762,152 were a jump of 89% over the $2,523,355 net earnings for the 1952 period, John B. Huarisa, executive vice president, said last week. Net earnings per share were $2.42 on 1,965,230 outstanding shares, compared to $1.28 in 1952, he said.

## Allied Takes New Quarters

ALLIED Radio Corp., Chicago (electronics parts and equipment distributor), has moved into new quarters at 100 N. Western Ave., A. D. Davis, president, has announced. The $2 million building is a two-story structure covering a total area of 147,000 square feet. Firm has been located at 833 Jackson Blvd.

## Magnavox Names Two V.Ps.

MAGNAVOX Co. has named John A. Rankin and John S. Sturgeon to vice presidencies, it was announced by the radio-television-phonograph company last week. Mr. Rankin is treasurer; Mr. Sturgeon will be director of engineering.

## 24-Hour Tape Recorder

PRODUCTION is underway for commercial use of a new device which permits 24 hours of automatic sound recording without being attended, Walter Niles, president of SoundScriber Corp., New Haven, Conn., said last week. Some 500 of the magnetic tape recorder-reproducers, as they are called, have been in use during the past year at Naval stations, he said, adding that the device was developed by the U. S. Navy Bureau of Ships and SoundScriber engineers.

## Air Force Gets Microwave

THE U. S. AIR FORCE has installed a microwave transmitter at the Far East Air Logistic Force in Japan, according to Theodore W. Gibson, technical representative for the Philco Corp., which manufactures the microwave units. The new system set up in Japan is capable of transmitting telephonic and teletype messages from one station to another 24 hours a day, seven days a week, he said. The unit will replace costly radio facilities and eliminate cables and wires, he added.

## Federal Ships Transmitters

FEDERAL Radio & Telephone Corp. in the last two weeks has shipped 1-kw uhf transmitter to WTVI (TV) Belleville, Ill. (Ch. 54); KFAZ-TV Monroe, La. (Ch. 43) and WTVU (TV) Scranton (Ch. 73).

## McGraw Electric Sales Up

McGRAW Electric Co., Elgin, Ill., has reported net sales of $61,991,000 for the first six months of 1953, compared to $51,256,000 for the same period last year. Net income also was up from $3,641,000 to $3,651,000, according to Max McGraw, company president. He said sales were at a "record level," equal to $3.60 a share on common stock.

## Raytheon Profits Rise

RAYTHEON Mfg. Co., Waltham, Mass., reported profits after federal taxes for fiscal year ended May 31 were $3,859,672 on sales of $179,179,379 as against profits after federal taxes of $2,047,898 on sales of $111,286,789 for previous year. Profit before federal taxes this year was listed at $13,009,672 as compared with $5,947,898 in preceding year.

## Bercraft Campaign

BERCRAFT CORP., Chicago, CBS-Columbia distributor, will launch a large promotional campaign in that area Sept. 20 on behalf of CBS-Columbia Inc.'s line of TV receivers. Campaign will utilize radio, television and other media over a 90-day period to saturate the Chicago market.

## MANUFACTURING SHORTS

**Amperex Electric Corp.** has released its latest condensed catalog, available upon request from Amperex Electronic Corp., 230 Duffy Ave., Hicksville, N. Y.

**Wilcox-Gay Corp.,** Charlotte, Mich. (tape recorders), appoints Aldolph L. Gross Assocs. Inc., N. Y., as sales representative in N. Y. area.

**Dage Electronics Corp.,** Beach Grove, Ind., appoints Allen B. DuMont Labs., TV transmitter division, as sales representative for broadcast TV cameras and camera equipment.

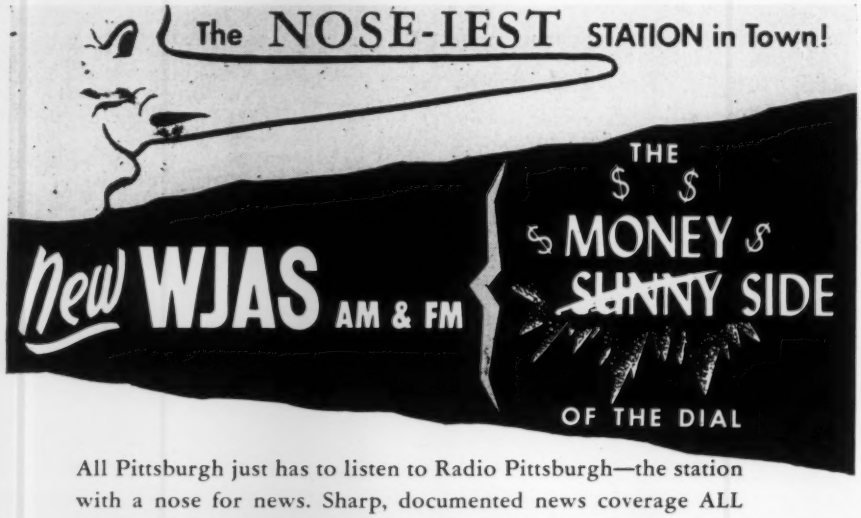
**RCA Victor Tube Dept.,** Camden, N. J., announces what is believed to be smallest alkaline-type "B" battery designed for portable radios.

**TapeMaster Inc.,** Chicago, announces production of model HF-500 new, compact professional model, single-speed tape recorder.

**Electronics Components Div., Stackpole Carbon Co.,** St. Mary's, Pa., announces standard ½-watt fixed composition resistors with specially formed and trimmed leads.

**National Union Radio Corp.,** Hatboro, Pa., appoints Bill Bartleson Co., Minneapolis; Antle & Smith, Dallas, W. H. Ellinger Sales Co., Chicago, and L. F. Waelterman Co., St. Louis and Kansas City, Kan., as representatives for sale of all products to parts distributors.

**Transmitter Equipment Mfg. Co.,** maker of electronic and communication products, has been purchased by **Otis Elevator Co.** Latter has set up electronics division.


All Pittsburgh just has to listen to Radio Pittsburgh—the station with a nose for news. Sharp, documented news coverage ALL DAY by HERB MORRISON and his WJAS news staff, establishing WJAS as Pittsburgh's radio NEWS leader.

**FIRST**—with a report of the Steel settlement . . . A FULL SEVEN MINUTES *BEFORE* the wire services.

**FIRST**—with on-the-spot interviews with the principals in the steel dispute.

**FIRST**—with on-the-spot reports of the Worcester, Mass. tornado disaster.

No wonder all Pittsburgh *naturally* turns to WJAS ALL DAY for complete news coverage.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts 1320 KC.

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

# CANADA AGENCIES' BILLINGS UP 12%

**Dominion Bureau of Statistics says Canadian advertising agencies increased billings to $120,628,827 in 1952 from $107,461,752 in 1951. Gross revenue was up, too.**

CANADIAN advertising agencies last year had 12% more billings than in 1951, according to a report by the Dominion Bureau of Statistics. Total commissionable billings for all media were $120,628,827 in 1952 compared to $107,461,752 in 1951. Gross revenue on commissionable billings amounted to $18,246,232 in 1952 compared to $16,255,059 in 1951.

**CANADA**

Radio and TV accounted for 17.6% of commissionable billings last year, up from 17.3% in 1951. Publications accounted for 59.9% in 1952 as compared to 59.3%, and there was a drop in other media and in production expenditures.

Last year there were 88 agencies as compared to 83 agencies in 1951 and 49 agencies in 1941. There were five agencies instead of four the previous year, with billings over $5 million each. A staff of 2,698 was employed by Canadian agencies as compared with 2,532 in 1951. Annual payroll in 1952 amounted to $11,482,910, up from $10,128,050 in 1951. Net revenue before income tax totalled $2,535,195 in 1952 compared to $2,328,015 in 1951.

Of the 88 agencies in 1952, 15 did less than $100,000 each in billings; 33 from $100,000-$500,000; 15 from $500,000-$1,000,000; 10 from $1,000,000-$2,500,000; 10 from $2,500,000-$5,000,000 and five over $5,000,000. Radio and TV billings ranged fairly evenly percentagewise with each of these classifications, from a low of 14.3% in the group of $500,000-$1,000,000 billings group to a high of 19.1% in the group from $2,500,000-$5,000,000 group.

**CANADIAN privately-owned TV outlet, CFCM-TV, which plans an air start in the early fall, signs for a DuMont 500 w vhf transmitter and associated studio equipment. Gaston Pratte (c), president of Television de Quebec Ltd., Quebec City, Quebec, signs for the Ch. 4 station. Russel R. Desaulniers (l) is executive vice president, Canadian Aviation Electronics Ltd., Montreal, sales representative for DuMont transmitting equipment in Canada. Henri Le-Page (r) is general manager of CFCM-TV.**

## English Firm Buys Control

ENGLISH ELECTRIC Co., London, England, has purchased control of the Canadian Marconi Co., Montreal, manufacturer of transmitters and receivers, as well as electrical appliances, and operator of CFCF Montreal. The British company has purchased 50.6% of Canadian Marconi Co.'s shares for an undisclosed amount. English Electric bought control of the Marconi Wireless Telegraph Co. of England about seven years ago. Control of Canadian Marconi Co. in recent years has been with Cable & Wireless Ltd., London, which is largely owned by the British government. No change in organization and operation of the Canadian Marconi Co. is anticipated, according to an official announcement.

**ENGLAND**

## WOR-FM In Belgium

WOR-FM New York was surprised to learn that its quiz show, *Take a Number*, reportedly has been heard by a man in Anvers, Belgium. The station, noting that FM signals are short range, reported that the Belgian listener even submitted a question to be used on the quiz show. He wrote that he would monitor his FM receiver every Friday night in the hope of hearing his question used, the station added.

## Live TV Production by Five For Christmas Is Under Study

POSSIBILITY of producing live television programs at Christmas time for broadcast in Belgium, France, the Netherlands, Great Britain and Germany is being explored by television authorities of the five countries, the British Broadcasting Corp. said last week.

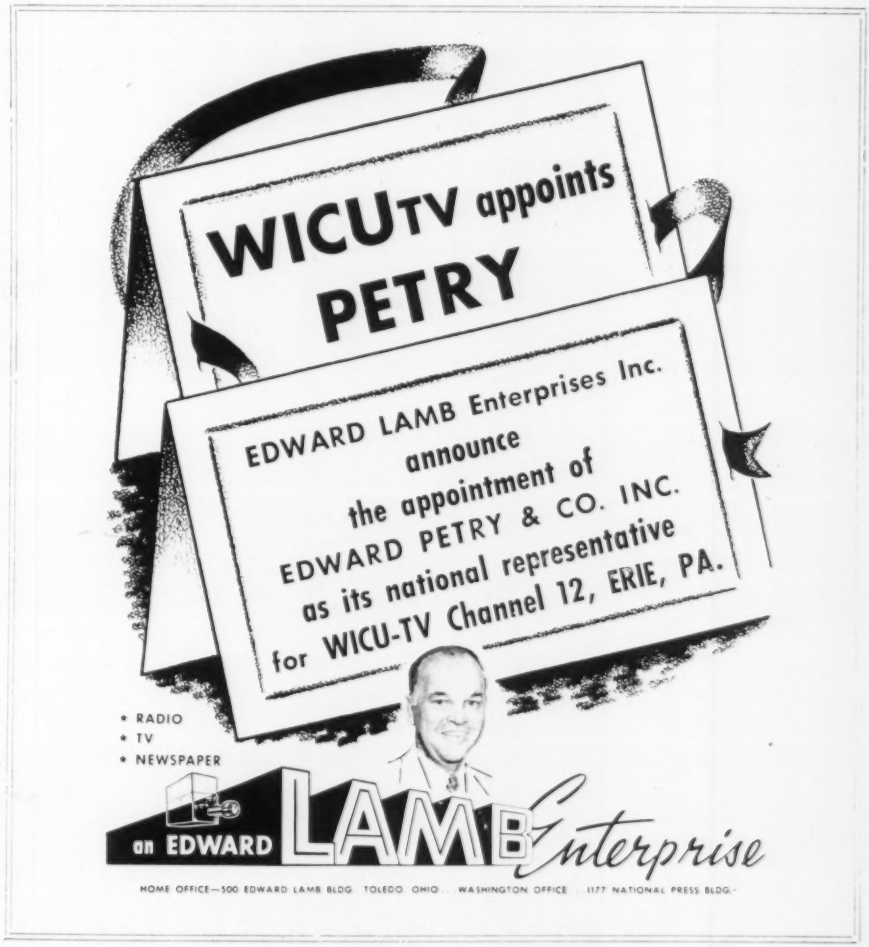
**EUROPE**

BBC said the joint programming was proposed last month by a spokesman for Radiodiffusion et Television Francaises at a conference of technical representatives of the five nations in London. It was said technical arrangements could be made for an exchange among the four Continental countries but that a cross-Channel link with Great Britain would cause a heavy demand on manpower and equipment. BBC reported the conferees agreed to a further study.

## James Lovick Issues Booklet on Canada TV

A BOOKLET on *Television as a Medium in Canadian Advertising* has been published by James Lovick & Co. Ltd., Toronto advertising agency. In his foreword, James Lovick states that while "television was not a real factor in Canadian advertising last year, in the closing months of 1953 and certainly in 1954, television will require strong, definite consideration. It will

**CANADA**


WICU TV appoints
PETRY
EDWARD LAMB Enterprises Inc.
announce
the appointment of
EDWARD PETRY & CO. INC.
as its national representative
for WICU-TV Channel 12, ERIE, PA.
• RADIO
• TV
• NEWSPAPER
an EDWARD LAMB Enterprise
HOME OFFICE—500 EDWARD LAMB BLDG. TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

no longer suffice to dismiss the medium by saying it is too expensive or too restricted."

The booklet reviews TV development in the U. S. and delves into Canadian TV, its control by Canadian Broadcasting Corp., its immediate future and potentialities. Data reports on government and private TV broadcasters in Canada, rates of CBC stations, spot announcement rates of U. S. border stations, production costs, and audience figures for southern Ontario. The booklet also describes TV advertising techniques based on experience in the U. S.

Because of CBC control of TV programming, Mr. Lovick says "the Canadian advertiser must constantly bear in mind the proximity of many American TV stations and the readiness of Canadians to avail themselves of American programs. . . . Twice the number of Canadian eyes are presently on American television as are on Canadian TV programs."

## WAB Sets Meet Aug. 30-Sept. 2

TELEVISION in Western Canada, Canadian Broadcasting Corp. regulations and sales studies will feature the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alberta, Aug. 30-Sept. 2. Gerry Gaetz, CJCA Edmonton, WAB president, will open the meetings. Reports will be heard from Canadian Assn. of Broadcasters directors and executives. A report also will be made on this year's BMI program clinics.

CANADA


WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited




## New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

### ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

### ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA** (TV) (11), 3/25/53-Aug. '53.

### ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53 [CP stayed].
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-10/1/53—Avery-Knodel.

### CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-10/1/53.
Los Angeles, **KETH** (TV) (*28), 8/28/52-Aug. '53.
Los Angeles, **KPIK** (TV) (22), 12/10/52-Late '53.
Monterey, **KMBY-TV** (8) 2/19/53-9/1/53, CBS, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC** (TV) (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-12/1/53.
Salinas, **KICU** (TV) (28), 1/15/53-9/1/53.
Salinas, **KSBW-TV** (8), 2/19/53-9/1/53, CBS, NBC, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Francisco, **Bay Area Educ. TV Assn.** (*9), 7/24/53-10/1/53.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT** (TV) (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU** (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

### COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

### CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

### DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.

### FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-Nov. '53.
Fort Myers, **WINK** (TV) (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Lakeland, **WOTV** (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-8/30/53—Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

### GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WETV** (TV) (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

### IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14 53—12/1/53.
Boise, **KTVI** (TV) (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53—1954, ABC.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53—12/1/53.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

### ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-8/10/53, DuM, Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP** (TV) (17), 11/20/52-8/18/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, H-R TV.
Springfield, **WICS** (TV) (20), 2/26/53-10/1/53—Adam Young.

### INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

### IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—Unknown.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

### KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD** (TV) (16), 2/18/53-8/15/53—ABC, NBC, Petry.

### KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

### LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-Early Sept. '53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/24/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.

### MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

### MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

### MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Fall '53.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53—Raymer.

### MICHIGAN

Battle Creek, **WRCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53—Nov. '53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), **Initial Decision 5/11-53.**
Flint, **WTAC-TV** (16), 11/20/52—Unknown, ABC.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53, DuM.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

### MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/17/53—ABC, CBS, DuM, Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Ramsbeau.
St. Paul, **WCOW-TV (17)**, 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

### MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '53—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

### MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, ABC, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-Early Sept. '53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-9/15/53, ABC, NBC, Hollingbery.

### MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), **1/15/53—Late Summer, Early Fall '53.**
Butte, **KOPR-TV** (4), 1/15/53-Aug. '53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-10/15/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill-Perna.

### NEBRASKA

Kearney, **KHOL (TV)** (13), 7/22/53—Unknown.

### NEVADA

Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

### NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

### NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM (TV)** (41), 7/16/53—Unkown.

### NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—10/1/53, ABC.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

### NEW YORK

Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53, ABC.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/20/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

### NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Wilmington, **WMDF-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.

### NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.
Valley City, **N. D. Bcstg. Co.** (4), 8/5/54—Early '54, Weed TV.

### OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-Fall '53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), **Initial Decision 6/8/53.**
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Youngstown, **WUTV (TV)** (21), 9/25/52—Aug. '53.

### OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Late '53, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

### OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), **Initial Decision 6/18/53.**
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

### PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), **Initial Decision 7/22/53.**
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52-8/14/53—ABC, DuM, Headley-Reed.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-8/23/53, ABC, CBS, Petry.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

### RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

### SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **Sterling Telecasting Co.** (17), 7/30/53-Jan. '53.

### TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.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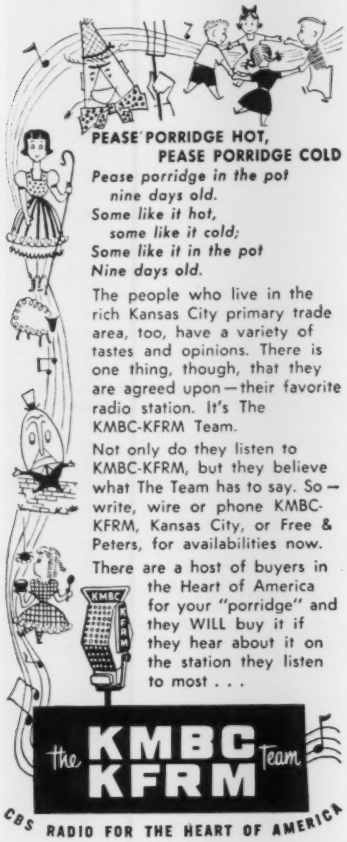
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Pease porridge in the pot
nine days old.
Some like it hot,
some like it cold;
Some like it in the pot
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| Oct. | 2 | 8:00 PM BOWLING GREEN |
| | 17 | 2:00 PM BUCKNELL |
| | 24 | 8:00 PM SCRANTON |
| | 31 | 2:00 PM BAINBRIDGE NTS |
| Nov. | 7 | 1:30 PM YALE |
| | 14 | 1:30 PM FORDHAM |
| | 21 | 1:30 PM BOSTON UNIV. |

*For further information write, phone or wire*

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RADIO REPRESENTATIVES, INC.


## FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Johnson City, **WJHL-TV** (11), 1/29/53-Sept. '53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Knoxville, **WROL-TV** (48), 7/31/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-11/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

### TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/30/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/20/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-9/1/53, ABC, CBS, DuMont, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53-8/30/53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

### UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

### VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53—NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

### WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

### WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, **WVVW-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

### WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53—Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

### WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

### ALASKA

Anchorage, **Kiggins & Rollins** (2), 7/30/53-Dec. '53.
Anchorage, **Northern TV Inc.** (11), 7/30/53—Unknown.
Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. 53.

### HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

### PUERTO RICO

San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.
**Note:** Information provided by station executives, representatives, networks and sources considered reliable.

## Color TV Rule Making

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of Amendment of the Commission's Rules Governing Color Television Transmissions. } DOCKET NO. 10633

### NOTICE OF PROPOSED RULE MAKING

1. The Commission has before it for consideration several petitions requesting the Commission to institute rule-making proceedings looking toward the adoption of new signal specifications for commercial color television broadcasting in place of the present rules. Petitions were filed by the Radio Corporation of America, and the National Broadcasting Company, Inc., jointly, on June 25, 1953, amended July 22, 1953; the National Television System Committee on July 22, 1953; the Philco Corporation, on July 23, 1953; Sylvania Electric Products, Inc., on July 24, 1953; the General Electric Company, on July 28, 1953; and Motorola, Inc., on July 30, 1953. All of the petitions propose the adoption of the signal specifications advanced by the National Television System Committee and which were formally adopted by that body on July 21, 1953.[1]

2. The Commission's present rules for color television transmissions were adopted on October 10, 1950, following the proceedings in Docket 8736 *et al.*; and the Commission's action was affirmed by the Supreme Court on May 28, 1951. On June 25, 1951, the Commission announced that television stations were permitted to broadcast color programs in accordance with the new rules. However, color television broadcast equipment for the field sequential system is not now being produced, nor are color broadcasts in accordance with the present color rules being televised or contemplated.

3. When the Commission adopted rules for color television in 1950, it recognized and provided for the consideration of further experimentation and research in the field of color

[1] The National Television System Committee is a voluntary association of engineers and scientists interested in development of television, and its members include representatives of the other petitioners as well as many of the companies engaged in the manufacture of television equipment.


# ALLEN KANDER

*Negotiator*

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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television. In a Public Notice (FCC 51-592) of June 2[illegible] 1951, the Commission pointed out that "In a field as relatively new as radio in general and television in particular, there is always room for genuine programs of experimentation." In that Notice the Commission stated, however, that in the interests of orderly procedure and stability, the following steps would be required of the proponents of new color systems:

(a) An appropriate petition must be filed requesting rule-making proceedings with respect to color television standards.

(b) Representative receiver apparatus must be delivered to the Commission's laboratory at Laurel, Maryland.

(c) A signal must be put on the air in Washington, D. C., for the purpose of demonstrating the system.

(d) The above tests must show to the Commission's satisfaction that the proposed system has a reasonable prospect of satisfying all of the criteria for a color television system set forth in the reports. These criteria are as follows:

(1) It must be capable of operating within a 6-megacycle channel allocation structure.

(2) It must be capable of producing a color picture which has a high quality of color fidelity, has adequate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure.

(3) The color picture must be sufficiently bright so as to permit an adequate contrast range and so as to be capable of being viewed under normal home conditions without objectionable flicker.

(4) It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.

(5) It must be capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

(6) It must not be unduly susceptible to interference as compared with the persent monochrome system.

(7) It must be capable of transmitting color programs over inter-city relay facilities presently in existence or which may be developed in the foreseeable future.

4. The field sequential system adopted by the Commission in its prior proceeding is "incompatible" in the sense that black and white sets existing at that time could not receive color transmissions in monochrome without adaptation. While adopting this system, the Commission stated in its color report that if a satisfactory compatible color system had been available at that time, it would certainly have been desirable to adopt it. In 1950 the Board of Directors of the Radio-Television Manufacturers Association directed the National Television System Committee to conduct necessary studies and experimentation to develop new and compatible color television signal specifications. The Commission has been kept advised of the progress of NTSC in this field by means of various reports submitted to the Commission and by attendance at demonstrations. Numerous authorizations for on-the-air experimentation have been granted.

5. The petitioners now request that the Commission institute rule-making proceedings looking toward the adoption of new rules for color television. The question is presented whether petitioners have taken the necessary steps provided by the Commission for this purpose:

(a) The first requirement specified is the filing of a proper petition. This has been met by petitioners.

(b) The second requirement is the delivery of representative receiver apparatus to the Commission's laboratory at Laurel, Maryland. The NTSC represents that it will cooperate with the Commission in forwarding representative receiver apparatus to the Commission's laboratory at Laurel. All of the other petitioners, who are receiver manufacturers, have either already delivered such apparatus to the Laurel laboratory or have indicated their willingness and intent to do so.

(c) The third requirement is a signal on the air in Washington, D. C. for the purpose of demonstrating the system. None of the petitioners proposes to put a signal on the air in Washington at this time, either because they lack the facilities to do so or for other reasons; and waiver of this requirement is requested. NTSC does, however, express its intent to cooperate with the Commission in arranging demonstrations, and the other petitioners all indicate their willingness and intent to conduct and participate in demonstrations and tests. In light of petitioners' representations, our study and review of the signal specifications proposed, and our observation of various earlier demonstrations and field testing of the proposed signal specifications, we are of the view that it is not necessary that a signal be put on the air in Washington prior to the institution of rule-making proceedings. The Commission will determine at a later date whether during the course of the proceedings a signal on the air in Washington will be required.

(d) Finally, it is required that petitioners demonstrate to the Commission's satisfication that the proposed system has a reasonable prospect of satisfying all of the criteria specified above for judging a proposed new color television system. Upon our review of all of the petitions and the data submitted therewith, our study and review of the proposed signal specifications, and our observation of earlier demonstrations and field tests, we are of the view that petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings.

6. In view of the foregoing, the Commission is of the view that rule-making proceedings should be in instituted looking toward the adoption of new rules for color television transmissions. Accordingly, notice is hereby given of proposed rule making in the above-entitled matter. The signal specifications for color television which petitioners propose that the Commission adopt are set out in the Appendix attached hereto. **[This sets out the color television technical signal specifications proposed by NTSC, reprinted in full in BoT, July 27—Editor.]** Any interested party who is of the view that the signal specifications proposed by petitioners should not be adopted, or should not be adopted in the form set out, may file with the Commission on or before September 8, 1953, written comments setting out data, views and arguments. Written comments in support of the signal specifications as proposed may also be filed by the same date. Written comments in reply to the original comments may be filed within 15 days from the last day for filing the said original comments. An original and 25 copies of any written comments should be filed. The subject petitions of NTSC, Radio Corporation of America and National Broadcasting Company, Inc.; Philco Corporation; Sylvania Electric Products, Inc.; General Electric Company, and Motorola, Inc. are incorporated as comments in this proceeding.

8. Authority for the adoption of the standards as proposed is contained in Section 303(b), (e), and (g) of the Communications Act of 1934, as amended.

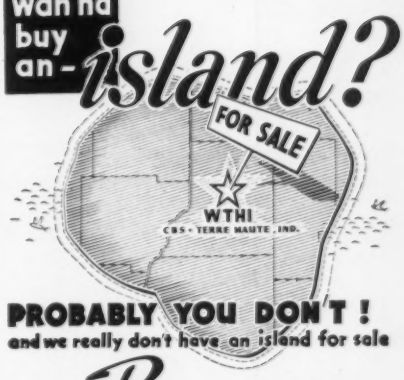
9. The Commission will specify in subsequent notices the time and nature of demonstrations and tests, and such further proceedings as may be necessary.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie,
Secretary.

Attachment:
Adopted: August 6, 1953.
Released: August 7, 1953.


wan'na buy an-island?

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1st VHF TELEVISION STATION

WSLI-TV

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WSLI-TV CHANNEL 12

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative




# ACTIONS OF FCC

## Aug. 6 through Aug. 12

*Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.*

**Abbreviations:**

**CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)**

### FCC Commercial Station Authorizations As of July 31, 1953*

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,451 | 549 | 101 |
| CPs on air | 15 | 29 | †123 |
| Total on air | 2,466 | 578 | †224 |
| CPs not on air | 122 | 21 | 284 |
| Total authorized | 2,588 | 599 | 508 |
| Applications in hearing | 81 | 0 | 112 |
| New station requests | 251 | 8 | 524 |
| Facilities change requests | 183 | 33 | 19 |
| Total applications pending | 899 | 84 | 641 |
| Licenses deleted in July | 1 | 3 | 0 |
| CPs deleted in July | 2 | 1 | 3 |

***Does not include noncommercial educational FM and TV stations.**

**†Authorized to operate commercially.**

* * *

### AM and FM Summary through Aug. 12

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| FM | 578 | 549 | 54 | 7 | 0 |
| AM | 2,472 | 2,456 | 142 | 251 | 82 |

### Television Station Grants and Applications Since April 14, 1952

*Grants since July 11, 1952:*

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 156 | 261 | 417[1] |
| Educational | 7 | 13 | 20 |

*Total Operating Stations in U. S.:*

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial on air | 160 | 51 | 211 |
| Noncommercial on air | 1 | 0 | 1 |

*Applications filed since April 14, 1952:*

| | New | Amnd. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 818 | 337 | 643 | 511 | 1,157[2] |
| Educational | 50 | | 24 | 26 | 50[3] |
| Total | 868 | 337 | 667 | 537 | 1,207[4] |

[1] Ten CPs (2 vhf, 8 uhf) have been returned.
[2] **One applicant did not specify channel.**
[3] Includes 20 already granted.
[4] Includes 438 already granted.

* * *

**Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures go into effect on Aug. 24 [B•T, July 27, 20].**

## New TV Stations . . .

### ACTIONS BY FCC

**Jacksonville, Fla. — Southern Radio & Equipment Co. (WOBS),** granted uhf Ch. 30 (566-572 mc), ERP 18.6 kw visual, 9.7 kw aural; antenna height above average terrain 400 ft., above ground 428 ft. Estimated construction cost $150,370, first year operating cost $120,000, revenue $130,000. Post office address 10 East Forsyth St., Jacksonville. Studio location 1036 Mary St. Transmitter location 247 Margaret St. Geographic coordinates 30° 19' 37" N. Lat., 81° 40' 53" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Sr.** (60%), majority stockholder in WLBS Birmingham, and WMIE Miami, Fla.; Treasurer **Jack R. Sharpe** (10%), Secretary **Carmen Macri** (10%), **Mrs. J. J. Mangham Jr.** and **Wyolene Rivers** (10%). Granted Aug. 12.

**Fresno, Calif—John Poole Bcstg. Co.** granted uhf Ch. 53 (704-710 mc); ERP 282 kw visual, 143 kw aural; antenna height above average terrain 340 ft., above ground 363 ft. Estimated construction cost $288,000, first year operating cost $160,000, revenue $120,000. Post office address Top Floor, Security Bldg., Long Beach 2, Calif. Studio and transmitter location; Security Bank Bldg., Fulton and Mariposa Streets. Geographic coordinates 36° 44' 5.1" N. Lat., 119° 47' 23.6" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer T & T Radio Measurements Co., Long Beach, Calif. Sole owner is **John H. Poole,** of KBIG Avalon, Calif., KPIK (TV) Los Angeles and KBIC-TV Sacramento. Granted Aug. 12.

**Evanston, Ill.—Northwestern TV Bcstg. Corp.** granted uhf Ch. 32 (578-584 mc); ERP 24 kw visual and 12.9 kw aural; antenna height above average terrain 160 ft., above ground 233 ft. Estimated construction cost $165,300 first year operating cost $200,000, revenue $200,000. Post office address 2201 Oakton St. Studio and transmitter location 2201 Oakton St. Georgraphic co-


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Represented by Weed and Co.

ordinates 42° 01' 40" N. Lat., 87° 42' 18" W. Long. Transmitter and antenna GE. Legal counsel Arthur [illegible] Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President and Treasurer **Angus D. Pfaff** (50%) and Vice President and Secretary **Howard S. Martin** (50%). Mr. Pfaff is vice president and one-third owner of Evanston Bcstg. Co., licensee of WNMP Evanston. Granted Aug. 12.

**Cedar Rapids, Iowa — Cedar Rapids Television Co.**, granted vhf Ch. 9 (186-192 mc); ERP 33.1 kw visual, 16.6 kw aural; antenna height above average terrain 340 ft., Estimated construction cost $215,608 first year operating cost $190,000, revenue $225,000. Post office address 915 Merchants National Bank Bldg., Cedar Rapids. Studio location Cedar Rapids, to be determined. Transmitter location 1.5 mi NW of Robins in Monroe Township, Linn County, Iowa. Geographic coordinates 42° 05' 09" N. Lat., 91° 42' 09" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Sutherland C. Dows**, president and more than 25% stockholder in Iowa Electric Light & Power Co.; First Vice President **Harry G. O'Donnell**; Second Vice President **William C. Culver**; Secretary-Treasurer **Donald T. Hines**, and **Harrison E. Spangler**. Grant was made possible by withdrawal of competitive application of Gazette Co. (KCRG-AM, KCRG-FM), Cedar Rapids, which sells stations to Cedar Rapids TV for $100,000 and purchases 30% interest in TV venture for $90,000. Sales agreement is subject to FCC approval. Granted Aug. 12.

**Cedar Rapids, Iowa—New TV, uhf Ch. 20.** Name of grantee for new TV station on uhf Ch. 20 reported last week in B•T, should be changed from Cedar Rapids TV Corp. to Hawkeye Co.

**Valley City, N. D.—North Dakota Bcstg. Co. (KCJB Minot)** granted vhf Ch. 4 (66-72 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 660 ft., above ground 582 ft. Estimated construction cost $147,450 first year operating cost $96,000, revenue $170,000. Post office address 15A W. Central Ave., Minot. Studio and transmitter location Highway 10, 5 miles E of Valley City. Geographic coordinates 46° 55' 19" N. Lat. 97° 53' 43" W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Lloyd R. Amov, Des Moines. Principals include President **John W. Boler** (0.35%), president and principal stockholder of KSJB Jamestown, N. D., president of KIOA Des Moines, Iowa; Secretary **John Hjellum** (0.02%). Jamestown Bcstg. Co. (KSJB) owns 73%. Granted Aug. 6.

**Boston, Mass.—J. D. Wrather Jr.**, granted uhf Ch. 44 (650-656 mc); ERP 282 kw visual, 145 kw aural; antenna height above average terrain 580 ft., above ground 539 ft. Estimated construction cost $466,385, first year operating cost $610,000, revenue $650,000. Post office address 172 Delfern Drive, Beverly Hills, Calif. Studio location to be determined. Transmitter location 1.92 miles SW of Dover, Mass. Geographic coordinates 42° 13' 31" N. Lat., 71° 18' 30" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Sole owner of applicant is **J. D. Wrather Jr.**, 25% voting interest in KOTV (TV) Tulsa, Okla., 50% interest in application for new vhf Ch. 11 TV station in Little Rock, Ark., and 25% interest in applicant for new vhf Ch. 10 TV station in Corpus Christi, Tex.; president and 50% owner of Jack Wrather Productions Inc. (motion picture production), Los Angeles, president and 51% owner of Freedom Productions Inc., Los Angeles, president and 60% owner of Wrather TV Productions Inc., Los Angeles, and owner of oil production interests in Texas. Granted Aug. 12.

**Steubenville, Ohio—WSTV Inc. (WSTV)**, granted vhf Ch. 9 (186-192 mc); ERP 229 kw visual, 115 kw aural; antenna height above average terrain 950 ft., above ground 874 ft. Estimated construction cost $500,000, first year operating cost $300,000, revenue $400,000. Post office address Exchange Realty Bldg., Steubenville. Studio location Exchange Realty Bldg. Transmitter location Altamont Hill. Geographic coordinates 40° 20' 35" N. Lat., 80° 37' 10" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Jack N. Berkman** (11.3%), Executive Vice President **John L. Laux** (5.7%), First Vice President **Louis Berkman** (11.3%), Treasurer and Assistant Secretary **Richard Teitlebaum** (11.3%) and Secretary and Assistant Treasurer **Carl A. Weinman** (2.8%). Granted Aug. 12.

**Old Hickory (Nashville), Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC Nashville)**, granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 930 ft., above ground 1,009 ft. Estimated construction cost $781,175, first year operating cost $518,900, revenue $461,797. Post office address 159 Fourth Ave., N., Nashville. Studio location to be determined. Transmitter location Remmington Bend Road. Geographic coordinates 36° 13' 46" N. Lat., 86° 41' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Guilford Dudley** Jr., Vice President **Holt Bean**, Vice President **C. M. Herron**, Vice President **C. H. Hutton**, Vice President **George R. William** and Chairman of the Board **Paul Montcastle**. Grant made possible upon withdrawal of competitive application of WKDA Nashville. WKDA acquires option to purchase 50% and contract to employ T. B. Baker Jr. as general manager [B•T, Aug. 10]. Granted Aug. 6.

## APPLICATIONS

**Wilmington, N. C.—Wilmington TV Corp.**, uhf Ch. 29 (560-566 mc); ERP 18.55 kw visual, 10.01 kw aural; antenna height above average terrain 224 ft., above ground 247.5 ft. Estimated construction cost $161,967.83, first year operating cost $117,000, revenue $117,000. Post office address Box 604, Carolina Beach, N. C. Studio and transmitter location 101-103 Market St., Wilmington. Geographic coordinates 34° 14' 07" N. Lat., 77° 56' 55" W. Long. Transmitter and antenna GE. Legal counsel Wheeler & Scott, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals in partnership include President **O. C. Tucker** (25%), real estate; Vice President **Glenn M. Tucker** (25%), real estate and construction; Secretary **Milton Hammer** (25%), TV producer and president of Washington Spotlight Inc., TV discussion program, and Treasurer **A. L. Wheeler** (25%), Washington attorney. Filed Aug. 6.

**Eugene, Ore.—TV Air Ways Inc.**, uhf Ch. 26 542-548 mc); ERP 20.9 kw visual, 11.2 kw aural; antenna height above average terrain 1,546 ft., above ground 247 ft. Estimated construction cost $234,700, first year operating cost $175,000, revenue $175,000. Post office address 210 Tiffany Bldg., Eugene. Studio location Day Island Road, Eugene. Transmitter location top of Spencer Butte. Geographic coordinates 43° 59' 01" N. Lat., 123° 05' 40" W. Long. Transmitter and antenna, RCA. Legal counsel Mason, Spalding & McAtee, Washington. Consulting engineer Thomas B. Friedman, Portland, Ore. Principals include President **E. L. Kincaid** (25%), president and stockholder KASH Eugene; Vice President **Floyd Githens** (1.6%), auto dealer, and Secretary-Treasurer **Clyde W. Kincaid** (0.3%), secretary-treasurer and stockholder KASH Eugene. Filed Aug. 10.

## APPLICATIONS AMENDED

**Evansville, Ind.—South Central Bcstg. Corp.** amends application for new TV station on vhf Ch. 7 to change ERP from 68.5 kw visual, 32 kw aural to 67.77 kw visual and 33.885 kw aural. Filed July 29.

**Jackson, Miss.—Mississippi Bcstg. Co.** amends application for new TV station on uhf Ch. 47 to change ERP from 205 kw visual, 102.5 kw aural to 22.7 kw visual and 12.4 kw aural; antenna height above average terrain from 500 ft. to 258 ft. Filed July 22.

**Elyria, Ohio—Elyria-Lorain Bcstg. Co.** amends application for new TV station on uhf Ch. 31 to change ERP from 75 kw visual, 40 kw aural to 96 kw visual and 51.8 kw aural; transmitter location to on Indian Hollow Road, near Elyria; antenna height above average terrain from 473 ft. to 357 ft. Filed July 31.

**Roanoke, Va.—Times-World Corp.** amend application for new TV station on vhf Ch. 7 to change antenna height above average terrain from 1,936 ft. to 1,997 ft. Filed July 22.

**Madison, Wis.—Badger TV Co.** amends application for new TV station on vhf Ch. 3 to change antenna height above average terrain from 753 ft. to 756 ft. Filed July 22.

## APPLICATIONS DISMISSED

**Portland, Me.—Oliver Bcstg. Corp.** granted dismissal of bid for new TV station on vhf Ch. 7 at request of attorney. Dismissed July 28.

**Beltsville, Md.—Montgomery County Bcstg. Co.** granted dismissal of its bid for new TV station on uhf Ch. 14 at request of attorney. Dismissed July 17.

**Coldwater, Mich.—Twin Valley Broadcasters Inc.** granted dismissal of its bid for a new TV station on uhf Ch. 24 at request of attorney. Dismissed July 20.

**Jackson, Miss.—T. E. Wright, et al d/b as Rebel Bcstg. Co.** granted dismissal of its bid for new TV station on vhf Ch. 10 at request of attorney. Dismissed July 21.

**Kearney, Neb.—Central Nebraska Bcstg. Corp.** granted dismissal of its bid for vhf Ch. 13 at request of attorney. Dismissed July 21.

**Claremont, N. H.—Granite State Bcstg. Co.** granted dismissal of bid for new TV station on uhf Ch. 37 at request of attorney. Dismissed July 27.


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**Wilmington, N. C.—WGNI-TV Co.** granted dismissal of bid for new TV station on vhf Ch. 6 at request of attorney. Dismissed July 28.

**Oklahoma City, Okla.—KOMA Inc.** granted dismissal of its bid for new TV station on vhf Ch. 9 at request of attorney. Dismissed July 21.

**Greenville, S. C.—Textile Bcstg. Co.** granted dismissal of bid for new TV station on vhf Ch. 4 at request of attorney. Dismissed July 28.

**Greenville, S. C.—The Greenville News-Piedmont Co.** granted dismissal of bid for new TV station on vhf Ch. 4 at request of attorney. Dismissed July 28.

**Spartansburg, S. C.—Piedmont Radio Co.** granted dismissal of bid for new TV station on uhf Ch. 17 at request of attorney. Dismissed July 28.

**Nashville, Tenn.—Volunteer State Bcstg. Co.** granted dismissal of bid for new TV station on vhf Ch. 8 at request of attorney. Dismissed July 28.

**Sheboygan, Wis.—TV of Sheboygan Inc.** granted dismissal of its bid for new TV station on uhf Ch. 59 at request of attorney. Dismissed July 27.

## Existing TV Stations . . .

### ACTIONS BY FCC

**KERO-TV Bakersfield, Calif. — Kern County Bcstrs. Inc.** granted modification of CP for vhf Ch. 10 to change transmitter location to on Breckenridge Mt., approximately 0.5 miles WNW of Breckenridge Fire Tower; increase ERP from 11.7 kw visual, 5.89 kw aural to 30.9 kw visual and 17.4 kw aural; antenna height above average terrain 3,740 ft.; completion date 4-5-54. Granted Aug. 7; announced Aug. 11.

**KCOK-TV Tulare, Calif.—Sheldon Anderson** granted modification of CP for uhf Ch. 27 to change ERP to 282 kw visual and 148 kw aural; change transmitter location to 3.9 miles E of Badger, Calif.; antenna height above average terrain 820 ft.; completion date 4-1-54. Granted Aug. 7; announced Aug. 11.

**WFIE (TV) Evansville, Ind.—Premier TV Inc.** granted STA to operate commercially on uhf Ch. 62 for the period ending Aug. 16. Granted Aug. 7; announced Aug. 11.

**WTVP (TV) Decatur, Ill. — Prairie TV Co.** granted STA to operate commercially on uhf Ch. 17 for the period ending Feb. 12, 1954. Granted Aug. 7; announced Aug. 11.

**WOI-TV Ames, Iowa—Iowa State College of Agr. & Mech. Arts** granted modification of CP for vhf Ch. 5 to change ERP from 29.5 kw visual, 15 kw aural to 100 kw visual and 50.1 kw aural; antenna height above average terrain 550 ft.; completion date 3-11-54. Granted Aug. 7; announced Aug. 11.

**KGVO-TV Missoula, Mont. — Mosby's Inc.** granted modification of CP for vhf Ch. 13 to change ERP from 11 kw visual, 5.6 kw aural to 26.9 kw visual and 13.5 kw aural; change transmitter location to 4 miles E of Evaro, Mont.; antenna height above average terrain 1,950 ft. Granted Aug. 7; announced Aug. 11.

**WCAU-TV Philadelphia, Pa.—WCAU Inc.** granted modification of CP for vhf Ch. 10 to change ERP from 25 kw visual, 14 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 632 ft. Granted Aug. 7; announced Aug. 11.

**KOIN-TV Portland, Ore.—Mt. Hood Radio & TV Bcstg. Corp.** granted STA to operate commercially on vhf Ch. 6 for the period ending Feb. 5, 1954. Granted Aug. 7; announced Aug. 11.

**KPIC (TV) Salem, Ore.—Lawrence O. Harvey** granted STA to operate commercially on uhf Ch. 24 for the period ending March 29, 1954. Granted Aug. 7; announced Aug. 11.

**WIS-TV Columbia, S. C. — WIS-TV Corp.** granted modification of CP for new vhf Ch. 10 to change ERP from 265 kw visual, 160 kw aural to 269 kw visual and 135 kw aural; antenna height above average terrain 640 ft.; completion date 2-11-54. Granted Aug. 7; announced Aug. 11.

**WNOK-TV Columbia, S. C.—Palmetto Radio Corp.** granted modification of CP for uhf Ch. 67 to change ERP from 780 kw visual, 390 kw aural to 741 kw visual and 372 kw aural; antenna height above average terrain 630 ft.; extension of completion date from Aug. 8 to Feb. 28, 1954. Granted Aug. 7; announced Aug. 11.

**WVEC-TV Hampton, Va. — Penninsula Bcstg. Corp.** granted STA to operate commercially on uhf Ch. 25 for the period ending Oct. 24, 1953. Granted Aug. 7; announced Aug. 11.

### PERMITS DELETED

**WHHH-TV Warren, Ohio—The Warren Tribune Radio Station Inc.** FCC granted request to cancel CP for new TV station on uhf Ch. 67. Deleted July 10; announced July 20.

**WWOD-TV Lynchburg, Va. — Old Dominion Bcstg. Corp.** FCC granted request to cancel CP for new TV station on uhf Ch. 16. Deleted July 10; announced July 20.

### APPLICATIONS

**KTVU (TV) Stockton, Calif. — San Joaquin Telecasters** seeks modification of CP for uhf Ch. 36 to change ERP from 145 kw visual, 78 kw aural to 280 kw visual and 147 kw aural; change transmitter location to 10 miles N of Livermore, Calif.; studio location to East end of Ralph Ave., Stockton, Calif.; antenna height above average terrain 1,623 ft. Filed Aug. 3.

**WTTV (TV) Bloomington, Ind.—Sarkes Tarzian Inc.** seeks modification for vhf Ch. 10 to change transmitter location to 3 miles SE of Cloverdale, Ind.; antenna height above average terrain 1,000 ft. Filed July 22.

**WFIE (TV) Evansville, Ind.—Premier TV Inc.** seeks modification of CP for uhf Ch. 62 to change ERP from 89.1 kw visual, 49 kw aural to 180.31 kw visual and 97.35 kw aural; change studio and transmitter location to Tenth Ave. at Buchannan Road, Evansville; antenna height above average terrain 550 ft. Filed July 31.

**KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co.** seeks license to cover CP for new TV station on vhf Ch. 9 and to change studio location to 614 Pierce St., Sioux City. July 22.

**WOOD-TV Grand Rapids, Mich.—Grandwood Bcstg. Co.** seeks modification of CP for vhf Ch. 7 to change transmitter location to Southline Section 29 and Five Mile Road, Grand Rapids; antenna height above average terrain 1,000 ft. Filed July 28.

**KSWS-TV Rosell, N. M. — John A. Barnett** seeks modification of CP for vhf Ch. 8 to change ERP from 105 kw visual, 53 kw aural to 114 kw visual and 57 kw aural; antenna height above average terrain 905 ft. Filed Aug. 3.

**KCJB-TV Minot, N. D.—N. D. Bcstg. Co.** seeks modification of CP for vhf Ch. 13 to change transmitter location to U. S. Hwy. 83, 15 miles S of Minot; studio location to 15-A West Central, Minot; change ERP to 26.2 kw visual and 13.1 kw aural; antenna height above average terrain 812 ft. Filed Aug. 4.

**WMMB North Adams, Mass.—Northern Berkshire Bcstg. Co.** granted voluntary transfer of control to Robert Hardman, James A. Hardman, James Gordon Keyworth and Harold E. Crippen through sale of one-third interest by Herbert B. Clark for $7,000. Stock transfer will increase combined stockholdings of James A. Hardman and his son Robert Hardman to 50%, giving them negative control of licensee corporation. Mr. Crippen (10.3%), insurance broker, is new stockholder. Granted Aug. 12.

**KURV Edinburg, Tex.—James Cullen Looney** granted voluntary assignment of license to KURV Inc. for $75,000. Principals include President **Rogers Kelley** (85%), Edinburg attorney, real estate and transportation, Secretary **Albert C. Ryan** (5%) and **V. D. Raimond** (10%), transportation. Granted Aug. 12.

**KRBC-TV Abilene, Tex.—Reporter Bcstg. Co.** seeks modification of CP for vhf Ch. 9 to change ERP from 25.7 kw visual, 12.9 kw aural to 29.5 kw visual and 15.9 kw aural; antenna height above average terrain 772 ft. Filed July 31.

## New AM Stations . . .

### ACTION BY FCC

**Corpus Christi, Tex.—International Radio Co.** granted 1150 kc, 1 kw daytime, directional. Estimated construction cost $38,496, first year operating cost $72,000, revenue $79,000. General partners are **Aroldo O. Lerma** (20%), owner of Lerma's Pharmacy, Corpus Christi; **Gaberiel Lozano** (20%), 50% owner of Southwestern Beverage Co. (beer distributor); **Hector de Peña** (20%), Corpus Christi attorney, now serving as assistant county attorney of Nueces County, Tex.; **Dr. Hector P. Garcia** (20%), Corpus Christi physician and surgeon, and **Dr. José A. Garcia** (20%), Corpus Christi physician and surgeon. Messrs. Lerma and Lozano each hold 10% interest in Coastal Bend Television Co., applicant for new TV station on uhf Ch. 22, Corpus Christi, Tex. (BPCT-1066), a mutually-exclusive application with that of A. L. Hunt (BPCT-1032). Post office address 3022 Morgan St., Corpus Christi, Tex. Granted Aug. 6.

### APPLICATIONS

**Central City, Ky.—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co.,** 1380 kc, 500 w daytime. Estimated construction cost $16,950, first year operating cost $24,000, revenue $30,000. Principals in co-partnerships are equal owners of *Messenger & Times-Argus*, Central City. Post office address c/o Paul Huddleston, Price Bldg., Bowling Green, Ky. Filed July 31.

**Plymouth, Mass.—H. Scott Killgore,** 990 kc, 1 kw daytime. Estimated construction cost $15,647, first year operating cost $40,000, revenue $50,000. Mr. Killgore is vice president and 20% stockholder of WKBR-AM-FM Manchester, N. H., WTSV-AM-FM Claremont, N. H., WTSL Hanover, N. H., and WHOB Gardner, Mass. Filed July 20.


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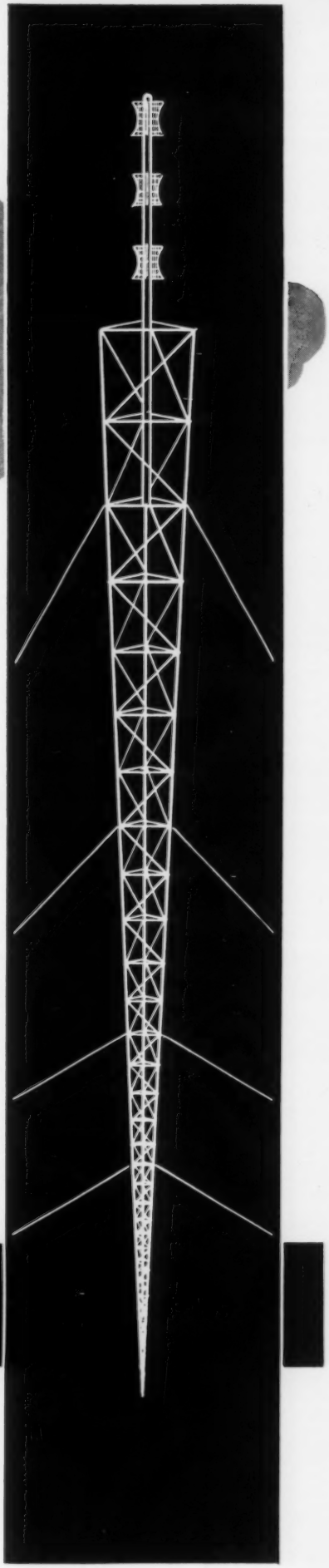

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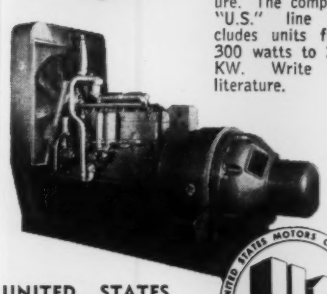

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## Existing AM Stations . . .

### ACTIONS BY FCC

**WWPA Williamsport, Pa.—Williamsport Radio Bcstg. Assoc. Inc.** granted application to change from 1340 kc, 250 w unlimited to 1330 kc, 1 kw night, 5 kw daytime, unlimited, directional day and night. Granted Aug. 5; announced Aug. 6.

**WWPF Palatka, Fla.—Palatka Bcstg. Co.** granted application to change from 800 kc, 250 w day to 1260 kc, 500 w unlimited, directional night. Granted Aug. 12.

**KIVY Crockett, Tex.—Pioneer Bcstg. Co.** granted application to change from 1570 kc, 250 w daytime to 1290 kc, 500 w daytime. Granted Aug. 5; announced Aug. 6.

**KFST Ft. Stockton, Tex.—Ft. Stockton Bcstg. Co.** granted CP to replace expired CP which authorized new AM station on 860 kc, 250 w daytime; also granted assignment of CP to new partnership composed of four of the original five partners; no consideration. Granted Aug. 10.

### APPLICATIONS

**KXOC Chico, Calif.—KXOC Inc.** seeks modification of CP which authorized change in frequency to increase nighttime power from 5 kw to 10 kw. Filed July 20.

**WJHP Jacksonville, Fla. — The Jacksonville Journal Co.** seeks modification of license to change studio location from 500 Laura St., Jacksonville, to 3794 Phillips Hwy., 0.7 miles S of Jacksonville city limits. Filed July 28.

**WELO Tupelo, Miss.—Birney Imes Jr.** seeks CP to change from 1490 kc with 250 w to 580 kc, 1 kw day and 500 w night. Filed July 22.

**WBUD Trenton, N. J.—Morrisville Bcstg. Co.** seeks CP to change daytime power from 1 kw to 5 kw. Filed July 27.

**WJPG Green Bay, Wis.—Green Bay Newspaper Co.** seeks CP to increase daytime power from 1 kw to 5 kw. Filed Aug. 4.

## New FM Stations . . .

### ACTIONS BY FCC

**Honolulu, T.H. —Christian Bcstg. Assn.** granted CP for new Class B FM station on Ch. 238 (95.5 mc); ERP 5.7 kw; antenna height above average terrain minus 290 ft. Granted Aug. 12.

## Ownership Changes . . .

### ACTIONS BY FCC

**KTXC Big Spring, Tex.—Big State Bcstg. Corp.** Granted assignment of license to a newly organized corporation of the same name and ownership to fulfill state corporation requirements. Granted Aug. 10.

**KSOX Harlingen, Tex.**—Roy Hofheinz granted assignment of CP to Harbenito Bcstg. Co. (KGBS) Harlingen, for $225,000. Principals include President McHenry Tichenor (39.5%), 50% owner of Magic Triangle Televisors, Inc. (KGBS-TV); Vice President James Cullen Looney (39%), owner of KURV Edinburg, Tex., and Secretary-Treasurer Troy R. McDaniel (10%). Assignment is not to be consummated until Harbenito Bcstg. Co. and J. C. Looney divest themselves of all interest in stations KGBS and KURV. Granted Aug. 12.

**WWCO Waterbury, Conn.—William G. Wells, Marinus Koster and R. Sanford Guyer d/b as The Mattatuck Bcstg. Co.** granted assignment of license to corporation of the same name in which the partners will each own ⅓ interest. No consideration. Granted Aug. 7; announced Aug. 11.

**WNLA Indianola, Miss.—W. L. Kent, Edward M. Guss and John M. McLendon d/b as Central Delta Bcstg. Co.** granted voluntary assignment of license to W. L. Kent and John M. McLendon d/b as Central Delta Bcstg. Co. Mr. Guss sells his ⅓ interest for $2,000 owed to assignees. Messrs. Kent and McLendon will now each own 50%. Granted Aug. 7; announced Aug. 11.

**WGAI Elizabeth City, N. C.—WGAI Radio Co.** granted transfer of control from Peele family to C. Aldon Baker through sale of 189 shares to licensee corporation for $10,500 and 11 shares to Mr. Baker for $500 payable in six years. Mr. Baker is president of licensee corporation and will now own 100% of stock. Granted Aug. 12.

**WBTN Bennington, Vt.—Catamount Bcstrs. Inc.** granted voluntary acquisition of positive control of permittee corporation by James Gordon Keyworth. Mr. Keyworth assumes the balance of subscription of James F. Nelson and will increase his total interest to 64.90% by acquisition of other stock from the corporation. Granted Aug. 7; announced Aug. 11.

### APPLICATIONS

**KYOR Blythe, Calif.—William B. Ross,** trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

**KROP Brawley, Calif.—William B. Ross,** trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

**KREO Indio, Calif.—William B. Ross** trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

**KPRO Riverside, Calif.—William B. Ross,** trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

**KIMO Independence, Mo.—Frank E. Fowler, Craig Siegfried, Cedric Siegfried and Charles Siegfried d/b as The Blue Valley Co.** seek voluntary assignment of license to Craig Siegfried. In consideration Craig Siegfried transfers all his rights in Diamond Bowling Alley, Independence. Filed July 22.

**WISO Ponce, Puerto Rico—South Puerto Rico Bcstg. Corp.** seeks relinquishment of control by Jose R. Freyre Montero and Luis E. Freyere Montero through increase of 30 shares outstanding stock for $3,500. Principals include Jose R. Freyere Montero (2.78%), formerly 46.77%, Luis E. Freyere Montero (17.85%), formerly 16%, Juan Celon Medina (6.95%), Manuel Celon Medina (2.78%), Andres Grillasca (19.41%), Ramire L. Colon (0.5%), Manuel Piralle (27.78%), Carles Piralle (14.72%) and Jose L. Piralle Lopez (7.23%). Filed July 21.

## Hearing Cases . . .

### FINAL DECISIONS

**KTXC Big Spring, Ft. Stockton, Tex.**—FCC announced final decision which (1) granted application of KTXC Big Spring for renewal of its license and (2) set aside its order of March 14 revoking CP of KFST Ft. Stockton. Action Aug. 5; announced Aug. 10.

**Anadarko, Okla.—New AM, 1250 kc.** FCC announced its decision granting the application of J. D. Allen tr/as Caddo Bcstg. Co. for new AM station on 1250 kc, 500 w daytime and denying the competitive application of Lawton-Ft. Sill Bcstg. Co. for the same frequency in Lawton, Okla., with power of 1 kw day, 500 w night. Action Aug. 5; announced Aug. 7.

**Allentown, Pa.—New TV, uhf Ch. 39.** By order, FCC made effective immediately hearing examiner's initial decision granting application of Queen City TV Co. for CP for new TV station on uhf Ch. 39 in Allentown. Action Aug. 10; announced Aug. 11.

**KWBR Oakland, Calif.**—FCC announced decision denying application of S. W. Warner and E. N. Warner d/b as Warner Bros. to increase power from 1 kw unlimited to 1 kw night, 5 kw day. Action Aug. 10; announced Aug. 11.

### OTHER ACTIONS

**WVOK Birmingham, Ala.—Voice of Dixie Inc.** FCC designated for hearing application to change directional antenna system and made WWEZ New Orleans, party to the proceeding. Action Aug. 5; announced Aug. 6.

**KXXL Monterey, Calif.—S. A. Cisler.** FCC designated for hearing application to increase power on 630 kc from 500 w daytime to 1 kw unlimited. Action Aug. 5; announced Aug. 6.

**Wilmington, Del.—New TV, uhf Ch. 83.** FCC scheduled for hearing in Washington on Sept. 4 competitive applications of Independence Bcstg. Co. and Delaware Bcstg. Co. for new TV station on uhf Ch. 83. Action Aug. 5; announced Aug. 6.

**WCIA (TV) Champaign, Ill.—Midwest TV Inc.** FCC, by order and on request of Midwest, dismissed application for modification of CP on vhf Ch. 3 to change transmitter site and increase antenna height; vacated order of July 3 designating same for hearing. Action Aug. 5; announced Aug. 6.

**Pontiac, Mich.—New AM, 1460 kc.** By memorandum opinion and order, FCC postponed effective date of May 8 grant to James Gerity Jr. for new AM station on 1460 kc, 500 w unlimited and designated same for hearing; made WKMF Flint, party to proceeding; placed burden of proof on WKMF; otherwise denied petitions of WKMF and Chief Pontiac Bcstg. Co. Action Aug. 5; announced Aug. 6.

**Saginaw, Mich.—New TV, uhf Ch. 51.** FCC scheduled for hearing in Washington on Sept. 4 competitive applications of Tri-City TV Corp. and Booth Radio & TV Stations Inc. for new TV station on uhf Ch. 51. Action Aug. 5; announced Aug. 6.

**Honolulu, T. H.—New TV, vhf Ch. 2.** Comr. E. M. Webster granted petition of Pacific Frontier Bcstg. Co. for leave to dismiss its application


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or new TV station on vhf Ch. 2; ordered re-ined in hearing docket application of Royaltel r same channel. Action Aug. 4; announced ug. 6.

**KSOX Harlingen, Tex.**—By memorandum opin-n and order, FCC (1) dismissed petitions by CKY Cincinnati, Ohio, directed against the ov. 14, 1951, grant to KSOX for modification of P to provide non-directional operation from nrise at Harlingen to sunset at Cincinnati; 2) modified the program test authorization anted KSOX on Nov. 28, 1951, to provide that days from release of order that station may perate in conformity with its prior construction rmit on 1530 kc, 50 kw day, 10 kw night; and (3) ordered that application for license of KSOX be considered after the conclusion of the daytime skywave proceeding and that petitions for reconsideration and hearing filed by KFBX Sacramento, Calif., be considered at that time. Action Aug. 10; announced Aug. 11.

**KXLY-TV Spokane, Wash.**—Symons Bcstg. Co. FCC, by order dismissed application for modification of CP for vhf Ch. 4 to increase ERP from 48 kw visual to 146 kw visual and denied associated petition for waiver of rules to accept and grant. Action Aug. 5; announced Aug. 6.

**Daytime Skywave and Clear Channel Proceedings**—FCC announced orders which (1) severs the proceedings concerning daytime skywave transmissions of AM stations from the clear channel proceedings and (2) extends the freeze on day-

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*Managerial*

**Manager**, excellent opportunity, manage 5 kw, fulltime station, programming to colored audience in large eastern metropolitan market. Prefer man now managing or experienced in managing similar type station. Must be young, aggressive, with sales experience. Give complete background and experience including photo in first letter. Reply Box 559X, B•T.

**Young man** financially able to purchase interest in and manage radio station. Write or wire Ed Bishop, Dalhart, Texas.

**Manager** with proven record. New southern California 1 kw station. Room 103, 442 Cochran, Los Angeles 36.

**Manager-salesman**, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

*Salesmen*

**Excellent** opportunity for aggressive salesman. Salary plus commission. One station market in Ohio's fastest growing city. No floaters. Box 432X, B•T.

**North Carolina** station in excellent market wants experienced, young, aggressive salesman. Top money proposition to man with plenty of energy and ability. Send full details to Box 440X, B•T.

**Tower** manufacturer interested in representation in N. Y. area. Applicant must be conversant with design and sales of TV and radio towers. Send complete information and references to Box 496X, B•T.

**Salesman wanted:** Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 529X, B•T.

**Salesman** for new station. Salary plus commission. KCHR, Charleston, Missouri.

**Salesman**—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

**Experienced** salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

**Good opportunity** awaits right man who can sell part-time and do a good announcing job. WHIT, New Bern, North Carolina.

**Aggressive** salesmen, capable of moving to commercial manager position. Salary and commission. Excellent future for right man. Send full information first letter. Howard Dahl, WKBH, La Crosse, Wisconsin.

**Salesman.** Terms open. WKEI, Kewanee, Illinois.

**Excellent opportunity** for radio salesman with proven sales record. Exceptional salary and incentive plan for right man. Unlimited possibilities in the Greater Hartford market. Write giving complete data including references and past billing to Gustave Nathan, Commercial Manager, WKNB, 11 Asylum Street, Hartford, Connecticut.

**Radio time** salesman for combined TV-radio operation. Must have previous experience in radio selling. Aggressive, promotion-minded and mature. Salary, commission, car allowance. Write W. C. Porsow, Station Manager, WNAM, Neenah, Wisconsin.

**Salesman** for fastest growing station in east Tennessee. Salary and commission. Must know selling. Background resume, photo, present and past earnings, first letter. Write Harry Weaver, Manager, WOKE, Oak Ridge, Tennessee.

*Announcers*

**Hillbilly jockey.** Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B•T.

## Help Wanted—(Cont'd)

**Announcer.** Some experience. 250 watt net affiliate, east Tennessee town of 13,000. Box 358X, B•T.

**North Dakota** network station has an immediate opening for announcer. Box 435X, B•T.

**Two good** announcers wanted by North Carolina station in good market. Good deal for men who can really pitch. Send details to Box 441X, B•T.

**Experienced** announcer for progressive southern station. Send full details first letter and audition tape. Box 455X, B•T.

**Are you ready** for the big time? Progressive midwest indie offers chance of a lifetime to good news and music man. Send details and audition to Box 457X, B•T.

**Announcer**-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good proposition on base salary plus talent. Resume and auditions to Box 472X, B•T.

**Wanted:** announcer-engineer. Must have first class ticket, emphasis on announcing. Immediate opening leading network station. Write Box 506X, B•T.

**Announcer.** Good possibilities — news and DJ work. Furnish disc, tape, photo, background. Augusta, Georgia. Experience not necessary. Box 507X, B•T.

**Combo-chief.** Announce shift plus maintenance-repair 500 watt profitable independent daytimer, small midwestern town. Up to $82.50 weekly for right man on permanent basis. Box 527X, B•T.

**Announcer-engineer** with emphasis on announcing. State minimum acceptable salary. Very best equipment and working conditions. Box 540X, B•T.

**Wanted** by September 7th; a staff announcer, 40 hour week. Prefer person with football play-by-play ability. 250 Mutual affiliate in Carolina. Send resume, tape, expected salary to Box 553X, B•T.

**Wanted**—Experienced announcer for night shift in aggressive new station with TV plans. Send tape, qualifications and photo to Box 558X, B•T.

**Florida**—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

**Sports director.** 1000 watt midwest sports station. Football, basketball, special events, some news. $350 to start. Available two weeks. Apply Box 562X, B•T.

**Opening immediately** for announcers, emphasis on air work. First phone desirable, but not necessary. KAWT, Douglas, Arizona.

**Experienced** sports man for station carrying 100 football and basketball games. Must be capable of handling other staff duties. Send complete resume of experience and tape to WCNT, Centralia, Illinois.

**Experienced** announcer for good daytime independent. Morning shift, 40-hour week. Send audition, photo, background and salary expected. WDZ, Decatur, Illinois.

**Sportscaster**, play-by-play. Must be top flight and with thorough knowledge of football, basketball, baseball. Send complete details first letter and air check recording. Program Director, WEEX, WEEX-FM, Easton, Penna.

**Wanted:** General staff announcer with emphasis on hillbilly record shows and sportscasting. Salary plus per-game for play-by-play. Write WMPA, Aberdeen, Mississippi.

**Personality** announcer for morning shows plus children's programs and staff work. Good pay, fine future. Background resume, photo, present salary, first letter. Write Harry Weaver, General Manager, WOKE, Oak Ridge, Tennessee.

**Experienced announcer,** with or without first class ticket, wanted by outstanding, small-market, NBC fulltime affiliate in western North Carolina. Top pay and ideal working conditions. WPNF, Brevard, North Carolina.

## Help Wanted—(Cont'd)

**Experienced** engineer-announcer. First class ticket for 5 kw NBC affiliate Virginia's Shenandoah Valley. Emphasis announcing. Good working conditions. Contact Johnson, WSVA, Harrisonburg, Virginia.

**Staff announcers** and newswriters. Competent, experienced in AM-FM operation. Complete details first letter together with audition disc. Program Director, WEEX, WEEX-FM, Easton, Penna.

*Technical*

**Men** with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

**Urgently need** 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Will collect. Box 374X, B•T.

**Maintenance engineer** capable of announcing. Permanent position. CBS, southwest. Top wages. Box 437X, B•T.

**Assistant** chief engineer. WE 10 kw FM transmitter. WKJF, Pittsburgh 11, Penna.

**Immediate opening** for engineer-announcer capable of being chief and making installation in new station. Contact Bill Brown, KBTO, El Dorado, Kansas.

**Chief engineer.** 1000 watt station in southwest, daytime only. Good salary. Experience required. Car necessary. Send photo, references first letter. If good mike man, send tape. KSCB, Liberal, Kansas.

**Immediate opening**—chief engineer. NBC affiliate in metropolitan Georgia needs capable, qualified man to handle full technical responsibility. 250 watt AM; 3 kw (rated) FM. Salary open. Write for interview, disclosing experience and salary requirements. WBML, Macon, Georgia.

**WFNC,** Fayetteville, North Carolina, needs first class engineer. AM-FM operation. 5 kilowatts AM; 14 kilowatts FM. Television application. Desirable working conditions.

**Combo man,** first phone, emphasis on announcing. 40 kw FM station, specializing in background music. Pleasant work. WKJF, Pittsburgh 11, Pa.

**Wanted before Sept. 1:** First class combo man. No experience necessary. Write or wire WTWA, Thomson, Georgia.

*Production-Programming, Others*

**Male continuity** writer. Must be sober, congenial. Able to do some sales and service work. Small southern market with good opportunity for advancement. Excellent working conditions. Box 534X, B•T.

**Nebraska editor.** Need trained men for local news editor. Gather, write and broadcast local news. Applicants must have news training and background. 20-35 years. Radio Station KCOW, Alliance, Nebraska.

**Copywriter** radio, good starting salary. All details first letter. WILS, Lansing 30, Michigan.

**Continuity writer** for 5000 watt independent sports-music station. Opening immediate. Apply WTVB, Coldwater, Michigan.

# Television

*Managerial*

**New TV station,** excellent market, New England, looking for program manager. Must be experienced idea-man who can organize and operate program department to do most effective live-local and film programming to support network, build audience, at sensible local level cost. Submit all details, including salary requirements, first letter. Box 514X, B•T.

*Salesmen*

**Salesmen and wives** who are free to travel can earn $300-$600 weekly commissions while building a permanent, pleasant and very profitable arrangement for themselves in television. Work consists of contacting small, select group of merchants and manufacturers, and the heads of leading civic clubs for sponsorships and participation in an entirely new and copyrighted series of program features and studio parties for several TV stations in Ohio and other midwestern states. Three to four weeks are needed to organize plan, and 90% of sponsors should renew yearly. Will consider only men 25-40 years of age with cars and able to finance themselves, who have sold successfully for radio or TV station for at least five years, and whose wives have had some sales, business, or club organization experience. Write Box 557X, B•T, regarding your qualifications, and for confidential interview.

## Help Wanted—(Cont'd)

**TV salesman** with radio and TV experience. Good opportunity in rich market. Phone, wire or write Joe Bonansinga, WGEM-TV, Quincy, Illinois.

### *Technical*

**Chief engineer** for new, excellent market, New England TV station. Must be experienced and able to assume full responsibility installation, supervision, technical operation and organization of efficient technical staff. State all first letter, including salary requirements. Box 517X, B•T.

**Immediate** opening: Master control engineer. Video operator. WKJF-TV, Pittsburgh 11, Pa.

## Situations Wanted

### *Managerial*

**Manager**, thoroughly experienced, successful. Top references. Small or medium market. South, southwest. Box 498X, B•T.

**Experienced** in management, programming, heavy on sales. Six years present market. Reliable family man, age 38. Expect to continue selling. Box 502X, B•T.

**Experienced commercial manager** with proven ability to clinch sales for his salesmen is available. Currently employed in midwest. Wants position in middle Atlantic area. Box 519X, B•T.

**Looking for a manager** who's a specialist at turning profitless stations into profit-making operations? Have proven managerial record in three stations—all of which went from the red to black in record time. Background includes complete knowledge of all phases of station operation—announcing, commercial, programming—but first and foremost—balancing the budget in favor of the station owner. Not afraid of hard market or hard work. Available 30 days notice. Can bring complete staff if needed. For details, write Box 530X, B•T.

**Manager**. Good salesman. Independent and network background. First class license. Western states only. Box 533X, B•T.

**Devoting time** to television or losing money on present AM operation? I offer 12 years all phases radio, 7 years successful management. Experienced network and independent operation, single and multiple station markets. Can operate economically and show good profit margin. Not cheap, but a bargain at my price. Travel for interview, south or southwest. Box 535X, B•T.

**General manager.** 16 successful years radio executive experience. Top industry references. Some TV. Strong on sales. Permanency desired. South preferred. Sober family man with community and civic interests. Box 537X, B•T.

**Commercial manager.** Last 6 of 17 radio years in like capacity. Thorough knowledge national and local sales. Now employed. Wish connection with high calibre operation. Married, mature thinking, sober. Welcome investigation. Box 538X, B•T.

**Administrative assistant.** Hard-headed analysis of capabilities: 16 years in all phases radio and some TV indicate my qualifications for assistant to top executive of large single operation or group. Experience dictates this decision. Ready and able to lighten load for executive needing more leisure or time for other interests. Can pinch-hit anywhere including public speaking. College graduate, married, mature, honest, personable, and clean-cut with proven executive ability. Box 539X, B•T.

**General manager** of 50,000 watt indie available soon due to merger. 11 years radio; 5 years at present position. Good executive, strong sales, civic leader. Exceptional background, high adaptability. Married, children. Excellent references. Write Box 548X, B•T.

### *Salesman*

**Salesman.** Mature, well experienced in radio and other lines. Qualified to supervise, but not too good to "pound." Interested only in high class, well-lucrative proposition. Box 509X, B•T.

### *Announcers*

**Sportscaster,** 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

**Announcer**-engineer. First phone, news, DJ, commercials, console, transmitter. 26, veteran, single. 1½ years experience. Box 505X, B•T.

## Situations Wanted—(Cont'd)

**Married,** age 30, ambitious. Control board, recent broadcasting school graduate. Solid, non-drinking non-drifting. Live-wire. Desires station N. Y., Penn., Conn., N. J.—New England area. Resume, tape. Box 503X, B•T.

**Experienced announcer**—news, sports. Detroit area only. State salary, requirements. Box 510X, B•T.

**Announcer,** single, draft exempt. News, sports, DJ shows. 3rd class ticket. Box 520X, B•T.

**Light staff,** heavy news, sports, interviews, strong baseball, football, PBP. Broadcast experience Army, recent SRT graduate, recording hobbies. Five years newspaper forecasting football, near 80%. Box 525X, B•T.

**Announcer**—beginner with promise. Complete professional training; willing to start at bottom. Resume, tape, references. Box 541X, B•T.

**Announcer.** Independent and affiliate experience. Desire opportunity within 500 miles of N. Y. Excellent references. Tape and resume on request. Box 543X, B•T.

**Announcer.** Recent broadcasting school graduate. No experience. Third class ticket. Box 544X, B•T.

**Versatile DJ.** Fine, resonant voice. 5 years experience—network and independent. 1st class ticket. Excellent news and commercials. Delivery top Conlan rating in highly competitive market. Excellent references. Desires more progressive organization. Tape and resume on request. Box 549X, B•T.

**Versatile** chief announcer, DJ, eastern metropolitan area, desires affiliation with TV or established radio outlet or both. Six years solid experience all phases in both network and independent operation. Married and seeking permanent location. Top references. Box 554X, B•T.

**Sportscaster**—Top football, basketball. Now employed. Seeking sports-minded station. 5 years experience. Vet, 27. Discs, references. Box 556X, B•T.

**Announcer-engineer.** First license, good commercial delivery, good voice, experienced. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

**Colored announcer,** DJ, control board operator. Well-trained; limited experience. Married vet. Tape, resume on request. Available Sept. 8. William J. Banks, Jr., 126 Winthrop Avenue, New Rochelle, N. Y.

**Need an announcer,** control board operator who does well on DJ, news, commercials with limited experience? Play accordion, sing. Sober. Tape, resume, references. Cesare Cottone, 615 Pelham Pkwy., Bronx 67, New York.

**Versatile,** experienced, 26, married veteran available. Keen interest in sports. 500 mile radius of New York City. Disc and resume on request. Peter Franklin, 73 Propp Avenue, Franklin Square, L. I., New York.

**Announcer,** experienced. Strong news, sports, commercials, DJ. Draft exempt. Steve Gary, 151-10 Jamaica Ave., Jamaica, N. Y.

**Announcer,** first phone, good voice, some experience, 1000 watt directional AM and FM. Interested position northeastern states. Prefer location near large city. No automobile. W. Jackson, 251 Park Place, Harrisonburg, Va.

**Announcer.** Experienced all phases. Versatile; good, mature voice. Excellent references. Write, wire Dick Martin, 22-55 33rd St., Astoria, L. I., New York.

## Situations Wanted—(Cont'd)

### *Technical*

**Combo man,** first phone, strong on news, available September 10. Desire TV future. Box 468X, B•T.

**College town.** First phone, BA music, graduate work, some physics, want more. 5 kw NBC AM FM, independent, educational FM, phone company. Recording tape, disc, concert, editing. Veteran WW2, Korea. Married, 26. Box 526X, B•T.

**Second phone.** Some radio experience. Studio remote work desired. First class ticket pending. Box 542X, B•T.

**Technician.** First class license, experienced transmitter, console, remotes, recordings. Box 555X, B•T.

**First phone.** No experience. Schooling includes TV, radio servicing. Morris Kohrn, % Richter, 934 Myrtle Ave., Brooklyn 6, New York.

### *Production-Programming, Others*

**Program director**-announcer. Five years experience. Excellent references. Prefer south or east. Box 499X, B•T.

**First phone.** Versatile—trained in writing, production, programming. Now airline radio operator. 45. Want opportunity in TV or AM broadcasting. Prefers southwest. Box 513X, B•T.

**Ability unlimited.** Working program director-production man for AM or TV. Thorough background in all phases of radio. Can handle authority. Married, settled, looking for permanency. Want station with one boss who doesn't try to run everyone's job. Excellent references. Box 523X, B•T.

**Program director**-announcer, writer, director. Top man. Knows radio. Excellent background. Successful record. Box 531X, B•T.

**Am looking** for the next step up—full program director. Have written, directed, produced TV and have administrative knowhow in TV and film to save time and cash in getting a new channel airborne. Have the best references ability can supply. Box 550X, B•T

**Experienced** writer-announcer desires better opportunities. Single. Excellent references. Write Robert Beadle, Pipestone, Minnesota.

**Western states.** Capable woman experienced servicing accounts, commercial copy; family, children, special events programs; broadcasting; traffic. K. Blake, Twin Falls, Idaho.

# Television

## Managerial

**Administrative** or managerial position desired by attorney with broad radio-communications background, television experience, first class license. Age 35, married. Box 551X, B•T.

### *Salesmen*

**Topflight** advertising salesman. Energetic, personable, 4 years successful experience. Anxious to sell television. Missouri journalism. Veteran. Relocate. Box 547X, B•T.

*(Continued on next page)*

# *Wanted:*

## Station Manager in $12,000 class

Independent station programming Negro and hillbilly in one of the south's fastest growing cities with a population of 130,000 wants an experienced top-notched manager. Station has just been rated No. 1 by Hooper survey and is operating in the black. You must be capable salesman, have ability to supervise a sales force, have a proven record of administrative ability, attend to station details and manage personnel. You will have a number of important accounts assigned to you, and you also will be expected to sell others and carry your share of the sales. The market potential is big enough so that on your salary and percentage arrangement you can make even more than $12,000. You must have excellent references and a good record of success in radio. All answers confidential.

BOX 545X, B•T

## Situations Wanted—(Cont'd)

*Announcers*

**Experienced** all phases TV—announcing, production, control room, projection and film. Employed, married and available. Box 501X, B•T.

*Technical*

**Television** audio engineer, fully experienced. Also experience as cameraman, video control operator and floor manager. College training in television. Available Sept. 1st. Box 500X, B•T.

**SRT-TV graduate** wishes work with station. Experienced on RCA and DuMont equipment. Prepared to relocate. Box 521X, B•T.

**Seeking** control room. Supervisor; TV experienced. Married, first phone, permanent. Box 522X, B•T.

*Production-Programming, Others*

**Production manager.** Presently employed at one of the country's largest and best known TV stations. 4 years TV, 3 years radio experience includes production-direction of all types of shows. Box 524X, B•T.

**Assistant program director** in major market TV station desires full program directorship. Seven years experience in radio and three in major market TV station. Assist new station in economic film buying and live programming. BS degree. Box 546X, B•T.

## For Sale

*Stations*

**Rocky Mountain** 250 watt independent. Bills over $65,000 year. Good field. Priced to sell. Box 497X, B•T.

**Southwest** 250, indie, daytime. Excellent potential, single market. 51%, $14,000 cash or $10,000 down—$5,000 terms. Box 536X, B•T.

**500 watt** daytime station in Dalhart, Texas. Terms, if desired. Write Ed Bishop, Dalhart, Texas.

*Equipment, etc.*

**Heavy duty** self-supporting structural steel Lehigh tower. Extra heavy 7x7½ steel base. 140 feet high. Complete with CAA lighting and base insulators. State price offered to Box 439X, B•T.

**Antennas for sale.** Used RCA, type TF-5A 5-bay super turnstile, tuned for TV channel 5 but tunable to channels 4 or 6. Used 4-section RCA, type BF-14K heavy duty FM pylon with pedestal mount. New Collins type 37 M4 ring for 101.1 MC FM. Two used Hewlett-Packard FM monitors. Used GE type BMIA FM monitor with regulated power supply. One RCA TX-2A 5 kw ceiling mounted diplexer channel 3. Write to Box 386X, B•T.

**Tower bargain**—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

**DuMont T 124-E** dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

**One 175'** Wincharger type 101 triangular radio antenna mast complete with flasher, obstacle lighting and Weston photo switch to meet C.A.A. A-3 specifications. Box 516X, B•T.

**FM transmitter.** Latest model 3 kw GE (101.5 megacycles), Andrew 4 section multi-V antenna, monitors, spares and other accessories. All in new type condition. Would consider selling 250 watt driver transmitter separately. $5,000 or best offer. Reply Box 560X, B•T.

**Rek-O-Cut Challenger** portable disc recorder almost new. Complete with microphone, extension cord and 30 12" discs. $250.00. Doug Kahle, KCSJ, Pueblo, Colorado.

**For sale:** Mobile transmitter-type 604, and receiver-type 603D with dynamotor PE 103. Used 10 times, excellent condition. Write for details to Chief Engineer, WARA, Attleboro, Mass.

**1 kw Raytheon** transmitter, used 5 years, excellent condition, available now. $4,000 with extra set of tubes. Also 1 Western Electric dual channel console. Warren Anderson, WBEL, Beloit, Wisconsin.

## For Sale—(Cont'd)

**TV tower** & turnstile available, knocked down, after September 1. Tower is Blaw-knox special LT 300' guyed, insulated, triangular uniform cross-section, 3' faces, built to support 3-bay turnstile and 8' dish. Turnstile is RCA TF-3C. Also 600' 3⅛" transmission line. Material listed in use only 3 years, in excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.

**RCA 10 kw FM** transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

**General Electric** BT3A three kilowatt FM transmitter complete with station monitor and associated equipment. Make offer. WTRY, Troy, New York.

## Wanted to Buy

*Stations*

**Want to purchase** "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

*Equipment, etc.*

**FM transmitter,** 250 or 1000 watt with monitors. Price must be right. WVOP, Vidalia, Georgia.

## Miscellaneous

**FCC licenses** quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

## Help Wanted

*Salesmen*

We have two salesmen: one earns *$20,000.00;* the other *$14,000.00.* No ceiling on earnings for another *top* man. Good market and top station. If you can sell in a competitive market, send complete resume to *Box 552X, B•T.*

**SALESMAN**

**GO-GETTER**

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

**WGAT**
**UTICA, NEW YORK**

*Television*

*Salesman*

**TELEVISION - SALES**

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 865, Rockford, Illinois.

## Help Wanted—(Cont'd)

*Announcers*

**TV ANNOUNCER - PRODUCER**

with experience can utilize full potential in unique, new VHF operation. Qualified man can become Prod. Mgr. Good pay, interesting work in University community. Want unusual man for unusual position with a good future. Send full details and you'll get same. Box 518X. B•T.

*Technical*

ARE YOU **QUALIFIED**
TO **CHIEF ENGINEER**
***TELEVISION***

CONTACT:

M. N. BOSTICK

**K W T X**

WACO, TEXAS

*Production-Programming, Others*

**WANTED TV**
***OPERATIONS MANAGER***

We want to hire a man who is experienced in TV programming, production and operations. Chances are he is now a TV Program Director. His job will be to work with the General Manager in training and building a staff for directing, camera work, film, lighting, artwork, etc. He'll program the station and be boss of station operations. Position is available immediately. Station on the air in about 100 days. Write Don C. Wirth, WNAM-TV, Box 602, Neenah, Wisconsin.

# *Available:*
## Manager AM operation

12 years of radio. Seven years of outstanding experience with a proven record of taking stations in the red and putting them in the black. Would welcome TV competition.

Took present station from $3,000 a month to $12,500 in 8 months. Station had lost over $80,000 in 3 years and now is doing over $4,000 a month profit.

AM manager who gets out and sells. Will make your station one that will meet competition.

Interested in profit-sharing plan rather than flat salary. Family man with three youngsters.

Would welcome complete investigation of past record.

**Box 479X, B•T**

## Situations Wanted

*Salesmen*

**SALES EXECUTIVE**

Successful record with leading producer of Top-Talent Transcribed Shows—Selling top regional and local accounts. 52-week firm contracts covering several states. Formerly with major CBS Affiliate. Prefer Florida market with minimum travel. Will only consider five figure opportunity. Top drawer references. Box 511X, B•T.

*Announcer*

**AVAILABLE**

One of America's Top Disc-Jockies capable of building ratings in any time segment. Smooth, clean and commercial. 26, single, twelve years experience—some network. Can prove big ratings and clients in city of over a million. Not expensive. . . . Let's talk! Box 512X, B•T.

### Television

*Managerial*

**Available December 15 - January 1.**
Presently employed as TV-radio director of advertising agency.
**14 years in radio and television, in all departments.**
Married—3 children
**Seeking contract in executive capacity with TV station.**
Box 563, B•T

**TELEVISION**

Programming and Film Consultants
Jim Bentley Al Preiss
Accelerated staff training in Film, Camerawork, Lighting, News, Sports, Directing, and allied phases of studio operation. For information, contact: P. O. Box 464, Hollywood, California.

*Production-Programming, Others*

Six years TV program and production experience. Two top major metropolitan stations. Set up operations new UHF station. Radio-stage background. Now agency employed. Family man wants job with future. Box 495X, B•T.

WOMAN-MERCHANDISER-Coordinator will accept position with new TV station. 12 years experience directly for national mfgs. thru agency in Radio City, N. Y. Program-production coordination and point-of-safe follow-thru. Dealer, wholesaler tie-ins, promotions and direct mail. Sell clients, know commercials, creative ideas, orig-formats. Background: Theatre, Radio producer—USA and abroad. Desire Calif., Colo., or adjacent. Box 1354, Beverly Hills, Calif.

## For Sale

**FOR SALE**
**IMMEDIATELY AVAILABLE**

Entire physical properties of former WXKW, Albany, N. Y., including studio equipment, RCA BTA-10F transmitter, towers, etc. Complete package or individual items. For details, write or wire Box 528X, B•T.

## For Sale—(Cont'd)

**STOP-MOTION TV FILMS**
**at "SLIDE PRICES"**
CTI
10-20 second silent shorts of highest quality as low as $22.50 . . $30.00 (art furnished). Scene-action Films . . Silent, "Sound-over", "Lip-sync".
LET US QUOTE ON YOUR STORY-BOARDS
**CENTRAL TELEFILMS, Inc.,** 810 N. Sheridan PEORIA, ILL.

**FOR SALE**

TWO CONTEMPORARY HOMES (JACKSON AND CALLANDER, ARCHITECTS). ALSO 30x20 MODERN KENNEL, RADIANT HEATING, SITUATED IN SIX ACRES SECLUDED WOODS OF OAK AND DOGWOOD, YET RAILWAY STATION LESS THAN MILE AWAY. SYOSSET, LONG ISLAND. FOR FURTHER INFORMATION, TELEPHONE SYOSSET 6-2049-J.

## Wanted to Buy

*Equipment, etc.*

**5 kw AM transmitter**
**Good condition. Submit details.**
Box 504X, B•T.

**WANTED**
CHANNEL 10
USED TV
ANTENNA AND DIPLEXER
**Box 564, B•T**

## Miscellaneous

**SALES MANAGERS**

**Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.**

THE BEST IN COMPLETE
**ERECTION OF TOWERS**
ANTENNA LIGHTS CO-AX CABLE
*WRITE CALL WIRE*
**J. M. HAMILTON & COMPANY**
*PAINTING ERECTION MAINTENANCE*
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

**BROADCASTERS**
**EXECUTIVE PLACEMENT SERVICE**
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
*TV & Radio Management Consultants*
708 Bond Bldg., Washington 5, D. C.

## FOR THE RECORD

time applications of AM stations on clear channels to include applications by unlimited-time stations proposing to operate differently daytime and nighttime. Actions Aug. 10; announced Aug. 11.

**AM Procedures**—On petition by the Federal Communications Bar Assn., FCC extended to Sept. 15 the time for filing comments in the proceeding regarding amendment of Sections 1.304, etc. of the rules relating to filing and actions on applications for broadcast facilities. Action Aug. 7; announced Aug. 11.

**WUTV (TV) Youngstown, Ohio—Polan Industries.** By memorandum opinion and order, FCC granted modification of CP for uhf Ch. 21 to change ERP to 219 kw visual and 115 kw aural; denied opposing fillings by Valley TV Co. and dismissed Valley's application for new TV station on the same channel. Action Aug. 12.

**Milwaukee, Wis.—Hearst Corp.** FCC returned amendment of March 19 to its bid for new TV station on vhf Ch. 10 pursuant to memorandum opinion and orders of March 31 and June 30. Returned July 16.

**Hartselle, Opp, Ala., Atlanta, Douglas, Ga.—AM 860 kc.** FCC designated for consolidated hearing applications of Dorsey E. Newman for AM station on 860 kc, 250 w day at Hartselle, Ala.; WERD to increase power on 860 kc from 1 kw day to 10 kw day directional at Atlanta; and WDMG to increase power on 860 kc, from 1 kw day to 5 kw day; made WAMI Opp, Ala., party to proceeding. Action Aug. 12.

**AM Reports**—By report and order, FCC finalized its rule making of Feb. 19 and further rule making of June 11 relating to filing of contracts by broadcast licensees and permittees. It clarifies provisions of Sec. 1.342 of its rule specifying documents, instruments and contracts relating to ownership, management, operation and control of broadcast stations which are required to be filed with the Commission. Action Aug. 12.

**Scranton, Pa.—New TV, uhf Ch. 22.** FCC scheduled hearing in Washington on Sept. 21, on application of Scranton Bcstrs. Inc. for assignment of CP for uhf Ch. 22 to MCL Telecasting Corp. Action Aug. 12.

**WTVM (TV) Muskegon, Mich.**—By memorandum opinion and order, FCC granted petition of Versluis Radio & TV Inc. and designated for hearing its application for modification of CP for new TV station on uhf Ch. 35 to directionalize the antenna for greater radiation in the direction of Muskegon, in consolidated proceedings with hearing on protest by Music Bcstg. Co., Grand Rapids, to original grant of CP to Versluis, and placed burden of proof of new proposal on Versluis; made Music party to consolidated proceeding and denied its request to place Versluis application for modification of permit in pending file. Action Aug. 12.

## Opinions and Orders . . .

**Color TV Proposal**—FCC announced rule making looking toward adoption of new rules for color TV transmissions on basis of petitions proposing the adoption of signal specifications advanced by NTSC. Comments will be received on or before Sept. 8. Announced Aug. 7.

**WEKY Richmond, Ky.—Dages T. Boyle.** FCC, by memorandum opinion and order denied protest of July 24 by WLEX Lexington to June 24 grant of modification of CP to WEKY. Action Aug. 5; announced Aug. 6.

## NARBA Notification . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

**MEXICO**

Change List No. 161, July 13, 1953

**570 kc**

**XERR Monterrey, Nuevo Leon,** 5 kw daytime, 150 w nighttime, unlimited. Reduction in nighttime power from 250 w. Class IV. 10-13-53.

**610 kc**

**XEGS Guasave, Sinalon,** 5 kw daytime, 750 w nighttime, unlimited. Delete assignment on 630 kc. Class III-B. 1-13-54.

**770 kc**

**XEHB San Francisco del Oro, Chihuahua,** 500 w daytime. Class II. Delete assignment in Santa Barbara, Chihuahua. 7-13-53.

**860 kc**

**XENL Monterrey, Nuevo Leon,** 5 kw unlimited, directional night. Class II. Increase in power and change in frequency from 1190 kc. 10-13-53.

**1080 kc**

**XEUS Villa Hermosa, Tabasca,** 1 kw unlimited, directional night. Class V. 1-13-53.

**1130 kc**

**XEJW Jalapa, Veracruz,** 10 kw unlimited, directional night. Class II. Increase in power and change in frequency from 1270 kc. 10-13-53.

**1150 kc**

**XESO Ciudad Obregon, Sonora,** 5 kw day, 300 w night unlimited. Class III-B. Increase in daytime power. 10-13-53.

**1320 kc**

**XEUI Teapa, Tabasco,** 500 w unlimited. Class III-B. Change in frequency from 1410 kc. 10-13-53.

**1360 kc**

**XEUE Tuxtla Gutierrez, Chiapas,** 1 kw day, 500 kw night unlimited. Class III-B. Reduction in nighttime power from 1 kw. 10-13-53.

**1480 kc**

**XEGW Acambaro, Guanajuato,** 500 w day, 200 w night unlimited. Class IV. Increase in daytime power. 10-13-53.

**1500 kc**

**XERH Mexico, D. F.,** 20 kw unlimited, directional nighttime. Class II. Change in power from 50 kw. 11-15-53.

# Routine Roundup . . .

## August 6 Decisions

**By Commission En Banc**

**CBS NETWORK TO TEST NON-STANDARD COLOR TV SIGNAL**

Commission waived its rules to permit experimental transmission of non-standard color television signals, conforming to specifications approved by National Television Committee on July 21, 1953, over facilities of Columbia Broadcasting System television network, for period beginning Sept. 10, 1953, and ending Dec. 10, 1953. Color transmissions may be made at any time during day but shall be limited to noncommercial sustaining programs. Network programs will be distributed via intercity television transmission facilities of American Telephone & Telegraph Co.

CBS proposes to study technical problems involved in broadcasting of color television programs and to determine character of reception on conventional monochrome television receivers. This authorization should not be construed as indicating Commission approval of color television system involved in these tests.

**ACTIONS ON MOTIONS**

The following actions on motions were taken as indicated:

**By Hearing Examiner Fanney N. Litvin**

**Stark Telecasting Corp. Canton, Ohio**—Granted petition for leave to amend its TV application (Docket 10273; BPCT-949), to substitute up-to-date balance sheet, financial data, etc.

Ordered that hearing conference now scheduled for Aug. 6 be continued to Aug. 17 in re applications of The Brush-Moore Newspapers Inc., Stark Telecasting Corp., and Tri-Cities Telecasting Inc., applicants for TV station in Canton Ohio (Docket 10272 et al). (Action of 8-3-53).

**By Commissioner John C. Doerfer**

**Tampa Bay Area Telecasting Corp. St. Petersburg, Fla.**—Granted in part petition for extension of time in which to file exceptions to Initial Decision in re its application (Docket 10252 et al), and extended time to and including Aug. 10; otherwise the petition is denied.

**By Hearing Examiner Annie Neal Huntting**

Granted motion by Southern Television Co., of Baton Rouge Inc., for postponement to Aug. 10, 1953, of further hearing conference scheduled for Aug. 5, in re its application and that of Louisiana Tele Bcstg. Corp., Baton Rouge (Doc. 10550-51). (Action of 8-4-53).

**Radio Fort Wayne Inc. Fort Wayne, Ind.**—Granted in part petition for correction in certain respects of transcript in re its application and that of Anthony Wayne Bcstg. (Doc. 10424-25). (Action of 8-3-53).

**By Hearing Examiner Benito Gaguine**

Ordered further conference on Aug. 17, 1953, in re application for license to cover CP of Poole Bcstg. Co., (KBIG) Avalon, Calif. (Docket 10536; BL-4897), to ascertain progress of stipulations agreed upon at Aug. 3 conference.

**By Hearing Examiner Basil P. Cooper**

**KTBS Inc. Shreveport, La. International Bcstg. Corp. Shreveport, La.**—Ordered that motion filed July 13 by International Bcstg. Corp. for order directing that depositions not be taken pursuant to July 9, 1953 notice of KTBS Inc., be granted, and depositions pursuant to said notice will not be taken, and subpoenas and subpoenas duces tecum will not be issued; this order, however, is without prejudice to right of KTBS Inc. to file another notice of intent to take depositions.

**By Hearing Examiner William G. Butts**

**Orange Belt Telecasters, San Bernardino, Calif.**—Granted petition to amend its application (Docket 10579; BPCT1252), to correct data with respect to antenna specifications, etc.

**By Commission En Banc**

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley and Doerfer, took the following actions on Aug. 5:

**McFarland Letter**

**Port Bcstg. Co., Wilmington, N. C.; Wilmington Bcstg. Service, Wilmington, N. C.**—Are being advised that their applications for new AM stations to operate on 1230 kc, 250 w unl., are mutually exclusive and indicate necessity of consolidated hearing (BP-8798, 7930).

## August 7 Applications

**ACCEPTED FOR FILING**

**License to Cover CP**

**WTAN Clearwater, Fla., Clearwater Radio Bcstrs. Inc.**—License to cover CP (BP-8890) which authorized change in trans. and studio locations. (BL-5078).

**WINX Miami-Hollywood, Fla., Hollywood Bcstg. Co.**—License to cover CP (BMP-3205) as mod., which authorized increase power, installation of new trans., make change in DA and move studio location. (BL-5082).

**WNRV Narrows, Va., Giles Bcstg. Co.**—License to cover CP (BP-8437) as mod., which authorized new AM. (BL-5083).

**Modification of CP**

**WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc.**—Mod. CP (BP-8536) which authorized change in trans. location, installation of new trans. and changes in ant. system, for extension of completion date. (BMP-6281).

**KRON-TV San Francisco, The Chronicle Publishing Co.**—Mod. CP (BMPCT-859) which authorized changes in facilities of existing station, for extension of completion date to 3/2/54. (BMPCT-1287).

**KGMB-TV Honolulu, Hawaiian Best System Ltd.**—Mod. CP (BPCT-1004) as mod., which authorized new commercial TV, for extension of completion date to 3/1/54. (BMPCT-1282).

**Remote Control**

Following stations request to operate transmitters by remote control:

WFMD Frederick, Md., The Monocacy Bcstg. Co. (BRC-139); WTNS Coshocton, Ohio Coshocton Bcstg. Co. (BRC-138); WMOA Marietta, Ohio, William G. Wells (BRC-137).

**Renewal of License**

Following stations request renewal of license:

WTSP St. Petersburg, Fla., Pinellas Bcstg. Co. (BR-1030); WALB Albany, Ga., Herald Publishing Co. (BR-1134); KHON Honolulu, Aloha Bcstg. Co. Ltd. (BR-1285); WGRD Grand Rapids, Mich., Music Bcstg. Co. (BR-1822); WTHI Terre Haute, Ind., Wabash Valley Bcstg. Corp. (BR-1966); KNOE Monroe, La., James A. Noe (BR-1203); WLTC Gastonia, N. C., Gastonia Bcstg. Service Inc. (BR-1903); WAKR Akron, Ohio, Summit Radio Corp. (BR-2002); WTJS Jackson, Tenn., The Sun Publishing Co. (BR-741); KCNY San Marcos, Tex., Central Bcstg. Co. (BR-2052).

## August 10 Applications

**ACCEPTED FOR FILING**

**Renewal of License**

Following stations request renewal of license: WTTG (TV) Washington, D. C., Allen B. DuMont Labs Inc. (BRCT-101); WWJ-TV Detroit, Mich., The Evening News Assn. (BRCT-70); WSFA Montgomery, Ala., Montgomery Bcstg. Co. (BR-778); KEEN San Jose, Calif., United Bcstg. Co. (BR-1602); WROY Carmi, Ill., Carmi Bcstg. Co. (BR-2204); KCRG Cedar Rapids, Iowa, The Gazette Co. (BR-1955); WTVB Coldwater, Mich., Twin Valley Bcstrs. Inc. (BR-2393); WHEC Rochester, N. Y., WHEC Inc. (BR-258); WFBL Syracuse, N. Y., Onondaga Radio Bcstg. Corp. (BR-266); WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co. (BR-1636); WVJS Owensboro, Ky., Owensboro on the Air Inc. (BR-1960); WSAN Allentown, Pa., Lehigh Valley Bcstg. Co. (BR-334); KFDA Amarillo, Tex. (BR-1005); KTSM El Paso, Tex., Tri-State Bcstg. Co. (BR-761); WJPG Green Bay, Wis., Green Bay Newspaper Co. (BR-1824).

**Remote Control**

**WPEL Montrose, Pa., The Montrose Bcstg. Corp.**—Requests to operate trans. by remote control. (BRC-140).

## August 11 Decisions

**BY BROADCAST BUREAU**

**Actions of August 7**

**License to Cover CP**

**WBVP Beaver Falls, Pa., WBVP Inc.**—Granted license to cover CP (BP-8633) authorizing increase in antenna height (BL-5076).

**Granted License**

**WHVF Wausau, Wis., Lakeland Bcstg. Corp.**—Granted license for AM staion: 1230 kc, 250 w. unl., and specify studio location (BL-5077).

**WTTR Westminster, Md., Carroll County Bcstg. Corp.**—Granted license for new AM station: 1470 kc, 1 kw-D (BL-5071).

**KFAD Fairfield, Iowa, The Fairfield Bcstg. & Television Corp.**—Granted license for AM station: 1570 kc, 250 w-D (BL-5073).

**Extension of Authority**

**National Bcstg. Co., New York, N. Y.**—Granted extension of authority to transmit programs to stations CBL and CBM and other stations under the control of the Canadian Bcstg. Corp. for period beginning 9/15/53 and ending 9/15/54.

**Granted CP**

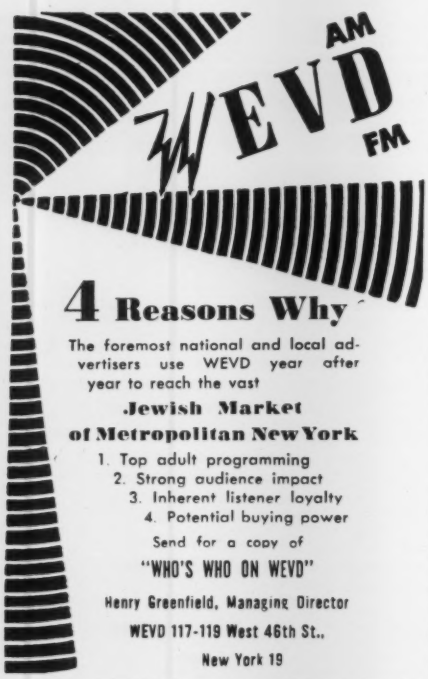
**KCCA Kilgore, Tex., Radio Station KOCA Inc.**—Granted CP to install new trans. (BP-8928).

**Request for Authority**

**WKBS Oyster Bay, N. Y., Key Bcstg. System**—Granted request for authority to operate from 7 a.m. to 3 p.m. to facilitate vacations for 30-day period from August 7, 1953.

**Modification of CP**

**KRON-TV San Francisco, Calif., The Chronicle Publishing Co.**—Granted mod. CP for extension of completion date from Sept. 2, 1953, to March 2, 1954 (BMPCT-1287).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**Modification of License**

**WOMC Royal Oak, Mich., Royal Oak Bcstg. Co.**—Granted mod. of license to change name to Sparks Bcstg. Co. (BMLH-66).

**Modification of CP**

**KCLS Flagstaff, Ariz., Saunders Bcstg. Co.**—Granted mod. CP to make changes in ant. system (BMP-6259).

**Modification of License**

**WEXL Royal Oak, Mich., Royal Oak Bcstg. Co.**—Granted mod. license to change name to Sparks Bcstg. Co. (BML-1552).

**Modification of CP**

**KSCU (FM) Santa Clara, Calif., The University of Santa Clara**—Granted mod. CP for extension of completion date to 11/9/53 (BMPED-267).

**WABC-TV New York City, American Bcstg. Paramount Theatres Inc.**—Granted mod. CP for extension of completion date to 3/7/54 (BMPCT-241).

**WLWA (TV) Atlanta, Ga., Crosley Bcstg. Co. of Atlanta Inc.**—Granted mod. CP for extension of completion date to 3/10/54 (BMPCT-1280).

**Extension of Completion Date**

**KACY (TV) Festus, Mo., Ozark Tele. Corp.**—Granted extension of completion date to 11/30/53 (BMPCT-1283).

**Modification of CP**

**WTTV (TV) Bloomington, Ind., Sarkes Tarzian Inc.**—Granted mod. CP to change trans. location; ant. 1,000 ft. (BMPCT-1251).

**WHWD Hollywood, Fla., Circle Bcstg. Corp.**—Granted mod. CP to change type of trans. (BMP-6276); completion date 9/10/53.

The following were granted mod. CP's for extension of completion dates as shown:

WBTM-TV Danville, Va., to 12/17/53 (BMPCT-241); KEYL (TV) San Antonio, Tex., to 2/19/54 (BMPCT-1278); WAUG-FM Augusta, Ga., to 1/54 (BMPH-4839); WNHC-TV New Haven, Conn., to 2/28/54 (BMPCT-1277); WITH-TV Baltimore, Md., to 12/31/53 (BMPCT-1242).

**Granted License**

**WHEP Foley, Ala., Alabama-Gulf Radio Inc.**—Granted license for AM station; 1310 kc; 1 kw-D (BL-5031).

**Extension of Authority**

**WGNR WGNR-FM New Rochelle, N. Y., Radio New Rochelle Inc.**—Granted extension of authority to remain silent for period ending Sept. 20, 1953.

**National Bcstg. Co., New York, N. Y.**—Granted extension of authority to transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in United States, for period ending Sept. 15, 1954.

**Extension of Completion Date**

**WBRY Waterbury, Conn., American-Republican Inc.**—Granted extension of completion date to 1/1/53; conditions (BMP-6272).

## August 11 Applications

**ACCEPTED FOR FILING**

**License to Cover CP**

**WERH Hamilton, Ala., Marion County Bcstg. Co.**—License to cover CP (BP-7954) as mod., which authorized increase in power and installation of new trans. (BL-5086).

**WOOW New Bern, N. C., Craven Bcstg. Co.**—License to cover CP (BP-8142) as mod., which authorized new AM. (BL-5085) resubmitted.

**WSAI-FM Cincinnati, Ohio, Buckeye Bcstg. Co.**—License to cover CP (BPH-1710) as mod., which authorized new FM (BLH-913).

**WALK-FM Patchogue, N. Y., Suffolk Bcstg. Corp.**—License to cover CP (BPH-816) as mod. (BLH-912).

**Modification of CP**

**KIBE Palo Alto, Calif., Sundial Bcstg. Corp.**—Mod. CP (BP-8361) as mod., which authorized change daytime power and installation of new trans., for extension of completion date (BMP-6221).

**WAUG-FM Augusta, Ga., Garden City Bcstg. Co.**—Mod. CP (BPH-1723) as mod., which authorized new FM, for extension of completion date (BMPH-4839).

**KSCU (FM) Santa Clara, Calif., U. of Santa Clara**—Mod. CP (BPED-213) which authorized new noncommercial educational FM, for extension of completion date (BMPED-267).

**Renewal of License**

Following stations request renewal of license: WGES Chicago, Radio Station WGES (BR-557); WIRE Indianapolis, Ind., Indianapolis Bcstg. Inc. (BR-494); WHRV Ann Arbor, Mich., Huron Valley Bcstrs. Inc. (BR-2094); KGCX Sidney, Mont., E. Krebsbach (BR-128); KCBD Lubbock, Tex., Sprock Bcstg. Co. (BR-1686); KTRE Lufkin, Tex., Forest Capital Bcstg. Co. (BR-1954); KNAL Victoria, Tex., Victoria Bcstg. Co. (BR-2269); KBRC Mount Vernon, Wash., Beckley Radio Co. (BR-1382); KWYO Sheridan, Wyo., Big Horn Bcstg. Co. (BR-827); WBKY (FM) Beattyville, Ky., U. of Kentucky (BRED-3); KUOW (FM) Seattle, Wash., Board of Regents of U. of Washington (BRED-88).

**Remote Control**

Following stations request to operate transmitters by remote control:

WHBS-FM Huntsville, Ala., The Huntsville Times Co., 301-A (BRCH-46); WRLD-FM Lanett, Ala., Valley Bcstg. Co., 301-A (BRCH-45).

**APPLICATION RETURNED**

**Renewal of License**

**KBMX Coalinga, Calif., Pleasant Valley Radio Co.**—Application for renewal of license returned (BR-2581).

## August 12 Decision

**BY COMMISSION EN BANC**

**McFarland Letter**

**WOAY Oak Hill, W. Va., Robert R. Thomas Jr.**—Is being advised that application to change operation on 860 kc from 5 kw, D, to 10 kw, D (BP-8347) involves engineering considerations which indicate necessity of hearing.

## August 12 Applications

**ACCEPTED FOR FILING**

**Modification of CP**

**WOKE Oak Ridge, Tenn., Air Mart Corp.**—Mod. CP (BP-8287) which authorized change in frequency, to change hours of operation from D to unl., install DA for N use, make changes in ant. system, and change trans. location (geographical coordinates only). Amended to make changes in DA system. (BMP-6148) amended.

**KEAN Brownwood, Tex., Lyman C. Brown tr/as Lyman Brown Enterprises**—Mod. CP (BP-8149) which authorized new AM, for approval of ant., trans. and studio location as Fisk Ave. and Texas St., Brownwood. (BMP-6283).

**License to Cover CP**

**KSD-TV St. Louis, Mo., The Pulitzer Publishing Co.**—License to cover CP (BPCT-894) as mod., which authorized changes in existing commercial TV. (BLCT-144).

**Renewal of License**

Following stations request renewal of license: WAPX Montgomery, Ala., United Bcstg. Co. (BR-2117); KBIO Burley, Ida. (BR-1307); KLIX Twin Falls, Ida., Southern Ida. Bcstg. & TV Co. (BR-1395); WGRY Gary, Ind., WGRY Inc. (BR-2578); WAAB Worcester, Mass., WAAB Inc. (BR-189); KTRI Dakota City, Neb., Sioux City Bcstg. Co. (BR-968); WAWZ Zarephath, N. J., Pillar of Fire (BR-239); WGTC Greenville, N. C., Carolina Bcstg. System Inc. (BR-1065); KXIT Dalhart, Tex., Dalrad Assocs. (BR-1970); WWOD Near Peakland, Va., Old Dominion Bcstg. Corp. (BR-1604); WTVR (TV) Richmond, Va., Havens & Martin Inc. (BRCT-31).

**Remote Control**

Following stations request to operate transmitters by remote control:

WCCP Savannah, Ga., Dixie Bcstg. Co. (BRC-142); WKEI Kewanee, Ill., Kee Bcstg. Co. (BRC-141); WWGP Sanford, N. C., Sandhills Bcstg. Corp. (BRC-143); WAYZ Waynesboro, Pa., Richard Field Lewis Jr. (BRC-144).

## Upcoming Events

**Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.**
Aug. 17-22: TV Institute, sponsored by King Broadcasting, Seattle.
Aug. 18-19: NARTB Public Events Committee, meeting, Waldorf-Astoria, New York.
**Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.**
Aug. 20-21: NARTB Radio Standards of Practice Committee, meeting, Waldorf-Astoria, New York.
**Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.**
Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, convention, Jasper Park Lodge, Jasper, Alberta.
Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.
Sept. 5-7: West Virginia Broadcasters Assn., convention, Greenbrier, White Sulphur Springs.
Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.
Sept. 11-12: NARTB TV Code Review Board, meeting, NARTB headquarters, Washington, D. C.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
**Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.**
Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.
**Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.**
Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.
Sept. 25-26: Advertising and Sales Promotion Conference, Ohio State U., Columbus.
Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.
Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.
Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.
Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.
Oct. 1-8: National Newspaper Week.
Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.
**Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.**
Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

**SPECIAL LISTING**
**(NARTB District Meetings)**

**Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.**
**Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.**
**Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.**
**Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.**
**Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.**
**Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.**
**Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.**
**Sept. 30-Oct. 1: Dist. 8, Indianapolis.**
**Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.**
**Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.**
**Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.**
**Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.**
**Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.**
**Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.**
**Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.**


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## TV Allocations: They're Legal

IT NOW may be recorded that the FCC has the legal right to establish nation-wide allocation tables, wherein specific facilities are assigned, geographically, to specific localities. This was done in both FM and TV. In AM it was—and is—different. It's catch-as-catch-can. An applicant applies for any facility that may work in any given area in compliance with engineering standards.

The "planned allocation" has been subjected to frequent attack ever since it was first projected in FM in the late '30s. Many broadcasters in AM thought the FCC was forcing FM down their throats by saying, in effect, "Apply now for one of the FM assignments in your community, or you won't have the chance later."

When the FCC proposed the same format for TV in the 1945 original channel-by-channel allocation table, there was the same criticism, even in the FCC itself. The argument of the opponents was that the law of supply and demand should control. But the FCC majority decreed otherwise.

Until Aug. 3 there had been no clear-cut court test. On that date the U. S. Court of Appeals for the District of Columbia, in deciding an appeal in the so-called "Lancaster cases," sustained the FCC's right to set up geographical allocations, and to change them. Peoples Broadcasting Co. (WLAN), after several rebuffs from the FCC, went to court to protest the FCC action moving pioneer WGAL-TV from Ch. 4 to Ch. 8. The three judges agreed that the FCC has the right to establish an allocations table, and held it was correct in its Lancaster action. This appears to settle several other cases attacking channel-by-channel allocation tables.

The court's action does not, however, preclude a return to a method of allocating facilities based on need for service in given areas. It's ludicrous to suppose that the Government will allow assignments now allocated to communities which can't conceivably support TV stations to lie fallow indefinitely. Indeed, the time may be approaching when a change in procedure will be in order.

Into this category are destined to fall many of the channel assignments now "reserved" for non-commercial educational stations. To date only 48 applications for educational stations have been filed, as against 245 "reservations." Most of these 48 haven't been prosecuted, and the FCC is much more lenient with them than with commercial applicants. There have been just 20 educational grants (some with practically no financial showing). One station has begun operation since last year's freeze lift.

But the educational reservations have become a political issue, stirred up by emotions. It will take time to bring all concerned, starry-eyed pedagogues included, to their senses.

## Credit Rating: Low

THERE's no doubt that it takes a lot of people to produce a television show, and to prove it you need only look at the list of credits that unrolls upon your screen at the conclusion of almost any program on the air.

Members of the cast, producer, supervising producer, director, assistant director, technical director, audio and video chiefs, music director, choreographer—and sometimes others who had a hand in the show—are carefully identified, especially if the other parts of the program have run short.

The technique of naming everybody in the company who earned more than a stagehand's wage has been borrowed by TV from the movies. Most movie credits run at the beginning of a show and hence may serve a useful purpose in giving the audience time to quit rustling its popcorn bags before the actual show starts. No similar need exists in TV.

We can understand the desire of production people to be accorded mention on the screen. It is their way of acquiring a reputation. We hope, however, that a way will be found to satisfy that objective at less expense of valuable air time. A minute out of a half-hour network show is worth several thousand dollars. We've seen credit lists run longer than a minute.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"On radio we only had to bark for it, but now we have to eat the damn stuff!"*

## Are Ethics Unethical?

THE Dept. of Justice is investigating whether a rate clause in the standard contract form endorsed by the American Assn. of Advertising Agencies and the NARTB violates the anti-trust laws. As first reported by this publication a fortnight ago, the investigation is into the recommendation that a station charge all advertisers alike for like time.

We don't pretend to understand the intricacies of the anti-trust laws. For all we know the Dept. of Justice may find grounds for action. But if the laws *can* be interpreted as prohibiting the AAAA and NARTB from trying to keep their businesses on a decent ethical plane, the laws should be scuttled.

The clause under the department's scrutiny guarantees that a station give one advertiser the best rate given any other for "like broadcasts." It is nothing more or less than a promise to refrain from the deplorable practice of rate-cutting.

Use of the standard contract form of which this clause is a part is not a condition of membership in either association. Neither does the form make any effort to establish the rates of any station. It merely suggests that a station should be consistent in whatever charges it sets.

How this sort of contract could be interpreted as "collusion," the crime which the Dept. of Justice seems to suspect, is difficult for us to understand. Since when is it a crime to suggest that business be conducted ethically?

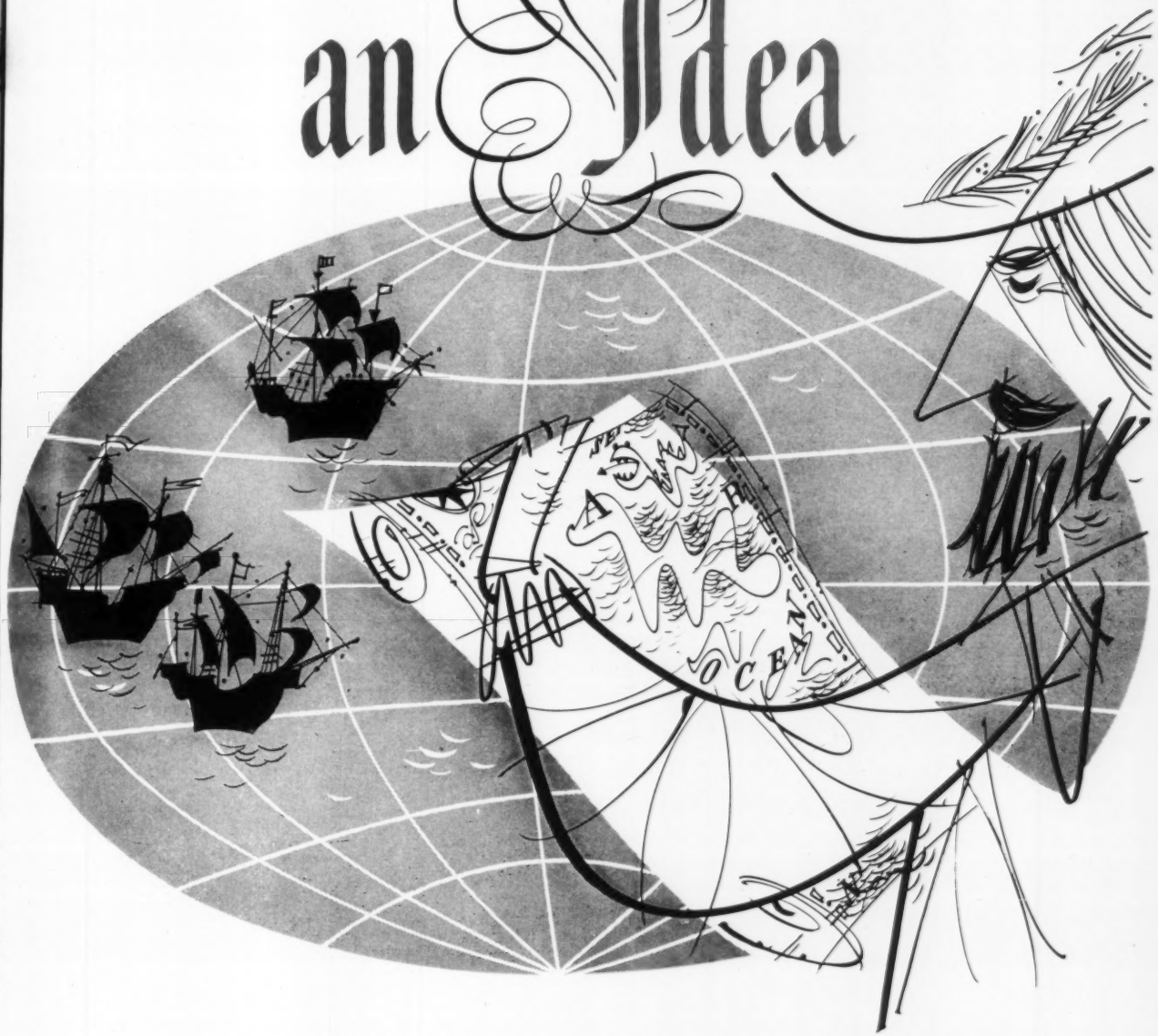
## Stock in Wrong Trade

THE brokerage house of E. F. Hutton & Co. has issued a report saying that movie stocks are now selling at bargain prices and stand a good chance of rising in value. As one reason for its optimism regarding movie securities Hutton cites "the declining novelty of TV."

We don't profess to know anything about the stock market, but we do know enough about TV research to be concerned over the financial welfare of E. F. Hutton clients who accept the company's advice. If price advances in movie stocks depend upon a declining interest in television, it will be a long time before an investor can count a profit.

No business growth in U. S. history has been more spectacular than that of television, and its expansion is only beginning. The records show that after years of exposure to TV people watch it almost as much as they did when it was first available to them. The novelty of television may indeed have worn off, but the habit hasn't.

# Talk about an Idea




Think Chris had trouble trying to sell his idea back in the 1400's? You've got problems, too – when your *sales ideas* lack effective TV production facilities!

But no such problems when you turn your ideas loose on WLW-D! Here, in Dayton's rich, industrial market, WLW-D provides facilities and talent for *live* productions you'd expect to find only in the "high rent" TV centers.

Weekly Auto Racing – Professional Wrestling right from the WLW-D studios are two big reasons why WLW-D ratings have been on top for over 3½ years! And exclusive client services exploit your ideas through active promotion and merchandising!

WLW-D gives "life" to selling ideas!

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